

IS CROWDFUNDING ALTRUISTIC OR EGOISTIC? THE INFLUENCES OF
SOCIAL CAUSE AND MESSAGE TYPES ON PROSOCIAL MOTIVES AND
ONLINE CAUSE-RELATED CROWDFUNDING

A DISSERTATION
SUBMITTED TO THE FACULTY OF
UNIVERSITY OF MINNESOTA

BY

YUMIN KIM

IN PARTIAL FULLFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY

ADVISOR
ELIZABETH BYE

JULY 2018

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Acknowledgements

I am grateful to write this note of thanks after completing my dissertation. It has been a period of intense learning for me, not only on research, but also in my personal life. I would like to express my deepest appreciation to all of those who supported and helped me during this journey of my dissertation research and writing.

I would like to thank Dr. Elizabeth Bye. As my academic advisor, she guided me to the right path to complete my work and was supportive of my career goals. I would also like to thank Dr. Kim Johnson who was my former academic advisor. She always encouraged me and showed me what a caring enthusiastic teacher and researcher should be. Each of the members of my dissertation committee provided me with personal and professional guidance for scientific research: Dr. Hye-Young Kim, Dr. Hyunjoo Im, and Dr. Robert delMas.

It would not have been possible to complete my dissertation without my parents and family's support to pursue my doctoral study. I would also like to thank my colleagues who encouraged me to finish my dissertation during my first year of employment in the Norton School of Family and Consumer Sciences at the University of Arizona. The support of my classmates who shared the experience in the doctoral program in Apparel Studies at the University of Minnesota must also be mentioned and thanked. In addition, extra fluffy thanks go to my ever faithful puppy, Leo for his emotional support during the period of intense writing.

Abstract

The objectives of this study were to test: (1) the effects of social cause type and message type on crowdfunding behavior, (2) the mediating effects of prosocial motives on relationship between social cause/message types and crowdfunding behavior, and (3) the interaction effects of social cause type and message type on prosocial motives and crowdfunding behavior. Based on Batson's (1997) path model of altruistic and egoistic motives for helping, a comprehensive model for this study was developed to test the interrelationship among social cause and message types, prosocial motives, and crowdfunding behavior.

This study designed a between-subjects 2 (social cause types: primary vs. secondary needs) \times 2 (message types: participative vs. promotional) factorial online experiment. It contains a cause-related crowdfunding campaign with two attributes: (1) social cause type whether it is a human primary need or a secondary need and (2) message type whether it is participative or promotional. Participants were randomly assigned to respond to one of four cause-related campaign conditions (i.e., health cause with participative message, health cause with promotional message, art cause with participative message, or art cause with promotional message). A total of 318 responses were used for data analysis.

A multivariate analysis of variance indicated that there was a significant main effect of social cause types on the combined crowdfunding behavioral outcomes (i.e., attitude toward the cause-related campaign, willingness to participate and share information with others, crowdfunding intention). Individuals exposed to a primary cause had higher crowdfunding behavioral responses than those exposed to a secondary cause

in the cause-related crowdfunding campaign. However, there was no main effect of message types (i.e., participative vs. promotional) on the crowdfunding behavior.

There was a significant mediating effect of prosocial motives (i.e., perceived reward, personal distress, empathy). An analysis of variance also indicated that empathy mediates all behavioral outcomes while personal distress influences only attitude toward the cause-related campaign and perceived reward influences only crowdfunding intention and willingness to participate/share. The prosocial motives for crowdfunding play a mediating role in the relationship between social cause/message types and crowdfunding behavior. This suggests that individuals had both egoistic motives (i.e., perceived reward, personal distress) and altruistic motives (i.e., empathy) for cause-related crowdfunding. In addition, there were interaction effects of social cause type and message type on prosocial motives and crowdfunding intention. Theoretical and practical implications, and limitations and suggestions for future research were provided based on the findings.

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CHAPTER I

INTRODUCTION

This chapter begins with a general background on crowdfunding including a definition, its characteristics, its forms, and funders' motivations to participate in crowdfunding activities. The following sections address statement of the problem, purpose and research questions, significance of the research, and definition of terms.

Background

Crowdfunding is an emerging financial investment model funded by a growing number of individuals in exchange for rewards through online platforms for creative projects such as Kickstarter and IndieGoGo. The concept of crowdfunding is a variation of crowdsourcing, in which a large group of people are invited for problem-solving tasks (Howe, 2006). Online crowdfunding is defined as “a collective effort by individuals who network and pool their money together, usually via the Internet, to invest in and support efforts initiated by other people or organizations” (Ordanini, Miceli, Pizzetti, & Parasuraman, 2011, p. 444).

Crowdfunding is an emerging social phenomenon due to several larger trends. With the increasing use of the Internet and the popularity of social media in the past decade, individuals have formed online communities and interacted with other people in the virtual world without geographical limitations. While a conventional investment system such as venture capital funding has geographical limitations, crowdfunding increases opportunity for access to capital without the constraints of traditional investment and loans. A high percentage (over 90%) of crowdfunding campaign creators are ventures with successful projects that have yearly revenues of over \$100,000 after launching their

campaigns on Kickstarter (Mollick, 2014). Thus, crowdfunding can create companies and jobs by supporting entrepreneurship (Mollick, 2014). In addition, the rise of vibrant online communities makes funding available to a wider range of entrepreneurs by playing a key role in enhancing the success of crowdfunding projects (Mollick, 2014). Similar to online brand communities, crowdfunding makes connections between donors and entrepreneurs in a process of co-creation (Boeuf, Darveau, & Legoux, 2014).

In addition, crowdfunding has been legitimized and supported by recent policy. The federal crowdfunding rules under the Jumpstart Our Business Startups (JOBS) Act was signed by President Obama in 2012. The crowdfunding regulation that enables early stage start-ups to raise funds from unaccredited investors. The U.S. Securities and Exchange Commission (SEC) adopted it as of May 2016. This political regulation change allows companies including start-ups to employ crowdfunding to raise money in return for equity, with less restrictions for fundraising (Mollick, 2014).

In this new business model, three main actors are engaged in crowdfunding: creators, funders (consumers), and online platforms (Agrawal, Cataline, & Goldfarb, 2014). In the crowdfunding model, a consumer plays an investor's role in funding new project campaigns initiated by creators (Ordanini, 2009). Particularly, consumers take a more proactive role in selecting new projects and providing financial support for a product, service, or idea within online communities (Ordanini et al., 2011).

Crowdfunding adds unique components to conventional social network participation by creating service platforms (e.g., Kickstarter, IndieGoGo) and collecting small amounts of money from many people. For example, "Pebble" smartwatch is an example of a successful crowdfunding campaign. The new product campaign raised more than \$10

million from 68,929 people in April 2012 through the Kickstarter online platform, promising to deliver the watches to the funders by September of that year (Agrawal et al., 2014).

According to Massolution's (2015) crowdfunding report, the crowdfunding industry raised \$16.2 billion in 2014. It reached to \$34.4 billion which is more than double in 2015 (Salman, 2016). However, crowdfunding projects in the fashion apparel sector raised \$59 million while technology-related projects raised \$297 million (Sherman, 2015).

There are four forms of crowdfunding: (1) reward-based crowdfunding, (2) donation-based crowdfunding, (3) equity-based crowdfunding, and (4) lending-based crowdfunding. Most creative projects promoting new products are involved with reward-based crowdfunding. Funders receive a newly developed product or service from the crowdfunding campaign by the promised delivery date as a reward if they make a financial contribution requested by the campaign creator. In the donation-based crowdfunding, funders donate money for a charitable cause in return for recognition of their donation and no reward. Equity-based crowdfunding offers a shareholding contract or a revenue sharing scheme (De Buysere et al., 2012). In the equity-based crowdfunding, investors receive a stake of the company. In the lending-based crowdfunding, investors get the money paid back with interest over a period.

Crowdfunding integrates characteristics that embody fundraising and investment from anonymous individuals as well as traditional e-commerce activities in the online marketplace. In the crowdfunding process, a variety of the crowd behaviors involving donation, purchase (pre-order), and investment are presented. Most crowdfunding

platforms in the fashion apparel category focus on reward-based crowdfunding, appealing to funders with material rewards and pre-selling crowdfunding creators' launch products. Crowdfunding can generate social benefits from the trading and can enhance innovation (Agrawal et al., 2014).

However, the nature of crowdfunding is prosocial, helping other entrepreneurs or creators in financial need to make their business opportunities successful. Crowdfunding is used not only to support new product projects, but also to fund charitable campaigns associated with social causes or environmental issues. Distinct from the conventional crowdfunding platforms, an alternate approach with the salience of pro-sociality may be needed to promote the prosocial goal of benefiting both creators and funders.

Statement of Problem

Understanding the complexity of crowdfunding is challenging when compared to conventional consumption, donation, and investment behaviors. Although crowdfunding has received increased attention, crowd-funder behavior is not understood adequately (Burtch, et al., 2015). In addition, there is a lack of conceptual frameworks and empirical studies to explain the crowdfunding phenomenon from the perspectives of social psychology and behavioral economics. As investors and social entrepreneurs focus on behavioral biases that can result in irrational financial decisions, psychological principles could explain how people can be altruistic and less totally rational, generating economic, social, and/or environmental benefits (Lyons & Kickul, 2013).

However, there is lack of empirical research on the role of prosocial motives for crowdfunding related to social causes for charity in the area of fashion and apparel. Especially, the relationship between prosocial motives related altruism and crowdfunding

behavior toward prosocial fashion products has not been explored in depth. Moreover, the different cause types (i.e., whether the cause is related to basic human needs or not) in the crowdfunding campaign may influence the prosocial motives for crowdfunding. In addition, the prosocial motives would be triggered by social cause message types. However, little research has addressed what types of social cause and message are the most effective in cause-related prosocial crowdfunding campaigns.

Purpose and Research Questions

This study focuses on investigating the relationship between prosocial motives (i.e., altruistic versus egoistic) for crowdfunding with charitable causes and crowdfunding behavior in the context of fashion and apparel. This study aims to explore different message types and specific cause needs in crowdfunding fashion projects and campaigns for fashion products associated with social causes (e.g., prosocial campaign message, prosocial fashion products) in the reward-based crowdfunding context. Specifically, to identify the differential effects of social cause in terms of importance of the cause, this study examines how crowdfunding campaigns with different cause types (primary needs vs. secondary needs) for fashion projects affect prosocial motives. A cause would support primary needs involving life necessities or secondary needs involving quality of life (Vanhammen, Lindgreen, Reast, & van Popering, 2012). Primary cause implies basic human needs (life-saving) including health, hunger, and safety while secondary cause implies life-enhancing needs including employment, community services, and economic development (Vanhammen et al., 2012; Kotler & Lee, 2005).

In addition, this study explores how the two different message types for social cause influences audiences' prosocial motives for behavioral outcomes in crowdfunding campaigns linked to charitable social causes. A participative message is a relatively new strategy for engaging audiences to participate in a social cause that the company sponsors, whereas a promotional message simply promotes the company's prosocial intentions and actions (Kim, Cheong, & Lim, 2015; Lim, Yang, & Chung, 2015). Thus, this study examines the effects of two different message types of charitable social causes: a participative message and a promotional message.

Therefore, the following research questions are addressed:

1. What are prosocial motives for helping behavior in the crowdfunding context?
How do altruistic motivations differ from egoistic motivations for crowdfunding?
2. How do different cause types (i.e., participative vs. promotional) influence funders' prosocial motivations (i.e., altruistic and egoistic) for crowdfunding?
3. How do different message types for social causes influence funders' prosocial motives for crowdfunding?
4. How do funders' prosocial motives mediate in the relationship between the cause/message types and crowdfunding behavioral intentions (i.e., attitude toward the campaign, crowdfunding intention, willingness to share the cause with others)?
5. How do message types and social cause types interact on prosocial motives and crowdfunding behavior?

Significance of Research

The findings of this study will contribute to the understanding of the psychological processes involved in crowdfunding decision-making. It will also explain how interpersonal funding behaviors within online crowdfunding communities in reward/donation-based crowdfunding environments differ from other individual fund-seeking contexts.

Specifically, it will investigate the relationships between prosocial contents of crowdfunding project campaigns (e.g., prosocial message types, level of cause needs), major motives of altruism (i.e., altruistic vs. egoistic motives), and funders' contribution decisions. This study could provide the insight into a new approach to prosocial crowdfunding communication and strategies related to social cause message types and cause needs.

It is important to understand what motivates altruism and whether it is intended to benefit the self or others, or both the self and others. It will help explain the significant prosocial motivators and influencers for crowdfunding decisions. It is important to study the role of prosocial motives evoked by a social cause message and cause types to understand how funders represent outcomes for the self and for others in the context of online crowdfunding. Thus, this study will fill the gap in the literature on the mediating effect of prosocial motives on the determinants of contribution decisions toward prosocial crowdfunding fashion projects related to charitable causes. In addition, this study could promote altruistic actions for the common good by examining persuasive prosocial crowdfunding communication strategies for the fashion and apparel industry. The findings of this study could extend underlying psychological mechanisms in terms of the

use of persuasive and effective messages associated with social causes for charity in the context of crowdfunding communication.

This study suggests practical implications for early-stage startup fashion designers and social entrepreneurs who operate crowdfunding campaigns. This study provides insights into the creative design and development of prosocial online platforms, compared to the conventional reward-based crowdfunding platforms focusing on promoting self-serving products. Therefore, it could address societal problems through charitable and prosocial crowdfunding campaigns and foster socially beneficial projects initiated by artists, fashion designers, and social entrepreneurs. Furthermore, it could potentially contribute to enhancing economic and social well-being for individuals and communities from a long-term perspective.

Definition of Terms

Altruism refers to “a motivational state with the ultimate goal of increasing another’s welfare” (Batson & Shaw, 1991, p. 108).

Cause involvement refers to “the degree to which consumers find the cause to be personally relevant to them” (Grau & Folse, 2007, p. 20).

Cause need refers to importance of a cause whether it addresses a primary (life-saving) or secondary need (life-enhancing) (Vanhamme et al., 2012).

Cause-related marketing refers to “the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customers engage in revenue-providing

exchanges that satisfy organizational and individual objectives” (Varadarajan & Menon, 1980, p. 80).

Donation-based crowdfunding refers to a form of crowdfunding where funders donate money for a charitable cause without any physical or monetary rewards (Cholakova et al., 2014)

Empathy refers to the “emotional response that stems from another’s emotional state or condition and that is congruent with the other’s emotional state or situation” (Eisenberg & Strayer, 1987, p. 5).

Egoism refers to “a motivational state with the ultimate goal of increasing one’s own welfare” (Batson & Shaw, 1991, p. 108).

Equity-based crowdfunding refers to a form of crowdfunding that offers a shareholding contract or a revenue sharing scheme (De Buysere et al., 2012).

Hedonic calculus refers to a relative-benefit analysis where benefits are weighed against cost for potential response (Batson & Shaw, 1991).

Interaction refers to a mutual or reciprocal action where two or more parties are involved in each other’s practices and the interacting parties influence each other (Gronroos, 2011).

Lending-based crowdfunding refers to a form of crowdfunding that investors get the money paid back with interest over a period of time.

Motivation refers to a goal-directed psychological state within an individual (Lewin, 1935).

Partake-in-our-cause (PIOC) message refers to a communication message that encourages audiences to participate in social causes that the firm sponsors or its corporate social responsibility programs (Kim et al., 2015; Lim et al., 2015).

Promotional social cause (PSC) message refers to a communication message in which a firm informs audiences of its active involvement in societal causes and promotes their good intentions and actions related to social causes (Kim et al., 2015).

Personal distress refers to a negative state that is caused when an individual feels the other person's suffering (Batson, 2000).

Reward-based crowdfunding is based on funders receiving material rewards (e.g., product) or intangible rewards (e.g., publication of acknowledgement) in exchange for a contribution (Cholakova et al., 2014).

Self-referencing refers to the processing of information by relating it to self-related thoughts or personal experiences when an individual performs a self-related task (e.g., to decide whether a word describes them) or when exposed to a message (Burnkrant & Unnava, 1995; Burnkrant & Unnava, 1989).

Social value orientation refers to a person's preferences for distributive patterns of the outcomes (e.g., resource, money) between the self and others (Van Lange, 1999).

Ultimate goal refers to "a goal that is an end in itself and not just an intermediate means for reaching some other goal" to increase one's own or the other's welfare (Batson & Shaw, 1991, p. 108).

CHAPTER II

LITERATURE REVIEW

This chapter discusses the theoretical background on altruism, prosocial motives, and self-referencing, followed by a review of related research on reward-based crowdfunding in fashion, motivation for crowdfunding, prosocial crowdfunding campaign, and self-referencing messages in cause-related campaigns. The chapter provides a conceptual model for the study. In addition, the research hypotheses are presented.

Theoretical Background

Altruism Across Disciplines

Altruism occurs when individuals sacrifice their personal interest for others (Clavien & Chapuisat, 2013). The term “altruism” has been used since Auguste Comte (1798-1857) coined the word as the motivation to act benevolently in the mid-19th century (Batson & Shaw, 1991; Clavien & Chapuisat, 2013). Altruism is defined as an internal motivation responsible for helping behavior (Batson & Shaw, 1991).

The term “altruism” embodies a range of concepts and processes across various academic disciplines including psychology, philosophy, biology, evolutionary anthropology, and experimental economics (Clavien & Chapuisat, 2013). However, there has been confusion and debate due to the subtle differences between areas (Clavien & Chapuisat, 2013). Each discipline defines altruism in different ways. For example, in the field of human social behavior, altruism is defined as a costly action to grant economic benefits to others (e.g., the cost of rewarding by giving money to others) (Fehr & Fischbacher, 2003). On the other hand, altruism in biology refers to behaviors that

decrease personal breeding, as observed for example in social insects such as ants (Clavien & Chapuisat, 2013).

Clavien and Chapuisat (2013) argue that human altruism needs to be identified in four categories based on the research context: (1) psychological altruism, (2) reproductive altruism, (3) behavioral altruism, and (4) preference altruism. From the viewpoint of psychologists and philosophers, psychological altruism is an altruistic action when it stems from motivations to improve others' interests and welfare (Clavien & Chapuisat, 2013). Reproduction altruism implies that a behavior is altruistic if it increases other's fitness and decreases the actor's own fitness (Clavien & Chapuisat, 2013). From the evolutionary biologists' perspective, William Hamilton's (1964, 1970) Kin Selection Theory explains that genes inducing altruistic behavior can spread to close relatives who have the same genes. Similar to the perspective in evolutionary biology, Costly Signaling Theory (Zahavi, 1975) provides an explanation that an actor's reduced fitness benefits its social status. Reciprocal altruism (Trivers, 1971) is another form of altruism in evolutionary biology where an individual's behavior reduces or sacrifices its fitness to increase another individual's fitness in expectation of the other's similar behavior in the future.

Behavioral and preference altruism are the most compatible concepts for economics. Behavioral altruism means that a behavior is altruistic if it delivers any benefit to others at some cost, and if there is no expectation of future personal reward (Clavien & Chapuisat, 2013). On the other hand, preference altruism refers to an altruistic action if it is motivated by the actor's subjective preference for enhancing other's well-being at some personal cost (Fehr & Rochenbach, 2003). Preference altruism is similar to

psychological altruism, but the salience of cost is more explicit. The reliable preference might include an empathic emotion, a desire to conform a social norm, and a desire for internal reward (Clavien & Chapuisat, 2013). However, preference altruism may not necessarily result from concern for others, but satisfy self-directed motives, such as personal pleasure or self-satisfaction from helping others (Clavien & Chapuisat, 2013). Thus, the motives to help others may be egoistic in preference altruism.

Clavien and Chapuisat (2013) assert that the definition and concept of altruism between research fields should be distinguished to avoid misunderstandings and over-interpretation of findings in the study of altruism. In economics, researchers investigate individuals' preferences. In contrast, psychological altruism is related to subjective motivation for personal behavior. In behavioral psychology (e.g., Batson & Shaw, 1991; Cialdini et al., 1987) and experimental economics and neuro-economics, researchers investigate the motivations underlying social decisions. Both psychological and preference altruism relate to causal mechanisms underlying motivations for helping behavior. Therefore, this study employs the perspectives of both psychological altruism and preference altruism to understand human social behavior in the context of crowdfunding.

Model of Altruistic and Egoistic Motives for Helping (Batson, 1987)

Do people give money to others to help them with truly altruistic motivation or egoistic motivation? Human altruism derives from various theoretical perspectives suggesting that prosocial motivation is altruistic, egoistic, or both. Psychologists have long debated the motivation for helping behaviors, whether the action is intended to benefit others or for self-benefit (Batson & Shaw, 1991). For example, people may have different motives to

contribute a certain amount of money to a fundraising campaign that helps children in poverty. They may act to gain social rewards such as praise from other people. Or, they may act to feel good about themselves and avoid their personal distress or guilt that they might feel if they do not help the children in the campaigns. They may act to benefit the children and improve their welfare by feeling empathy for them regardless of attaining rewards or relieving an unpleasant feeling. They may act to benefit both the children in poverty and the self. The first two actions are motivated by egoistic motives for helping others while the third action is motivated by an altruistic motive. The last action occurs from both altruistic and egoistic motives.

To explore the answer and find theoretical evidence, this study is based on Batson's (1987) path model containing both egoistic and altruistic arguments underlying motivation for helping behavior. He developed the model describing egoistic and altruistic paths to helping, including the perspective of an empathy-altruism hypothesis. Batson and Shaw (1991) pay more attention to the truly altruistic motive and emphasize the "empathy-altruism hypothesis" explaining that induced empathy motivates altruism. However, this study employs the holistic viewpoint of the multi-path model of egoistic and altruistic motives for helping that explains the complex nature of human altruism. Based on the path model, this study proposes a conceptual model associated with the relationship between prosocial motives and crowdfunding behavior.

Each motive may have different ultimate goals of helping. Batson (2000) asserts that benefiting others could be (1) altruistic that is an ultimate goal of helping another person, (2) egoistic that is an ultimate goal of gaining the actor's self-benefits, or (3) both altruistic and egoistic. Batson and Shaw (1991) explain the distinction between altruism

and egoism. Altruism is a motivational state with the ultimate goal of improving another's welfare whereas egoism is a motivational state with the ultimate goal of improving one's own welfare (Batson & Shaw, 1991). He argues that although a single motive cannot be both altruistic and egoistic, both altruistic and egoistic motives can be found in an individual. This is because a person may have more than one ultimate goal, thus having more than one motive. In addition, an individual may think unconsciously or mistakenly that his or her motivation is altruistic even if it is egoistic. The opposite case is also possible.

Batson (1987), and Batson and Shaw (1991) provide the three-path model that conceptually analyzed the potential alternative goals of egoistic motivations and altruistic motivations (See Figure1). The first two models present two types of egoistic motivations (i.e., reward-seeking and punishment avoiding egoistic motivation; arousal-reducing egoistic motivation) while the third path illustrates an empathically evoked altruistic motivation. All three paths show five psychological processes: (1) instigating situation, (2) internal response, (3) motivational state, (4) hedonic calculus, and (5) behavioral response.

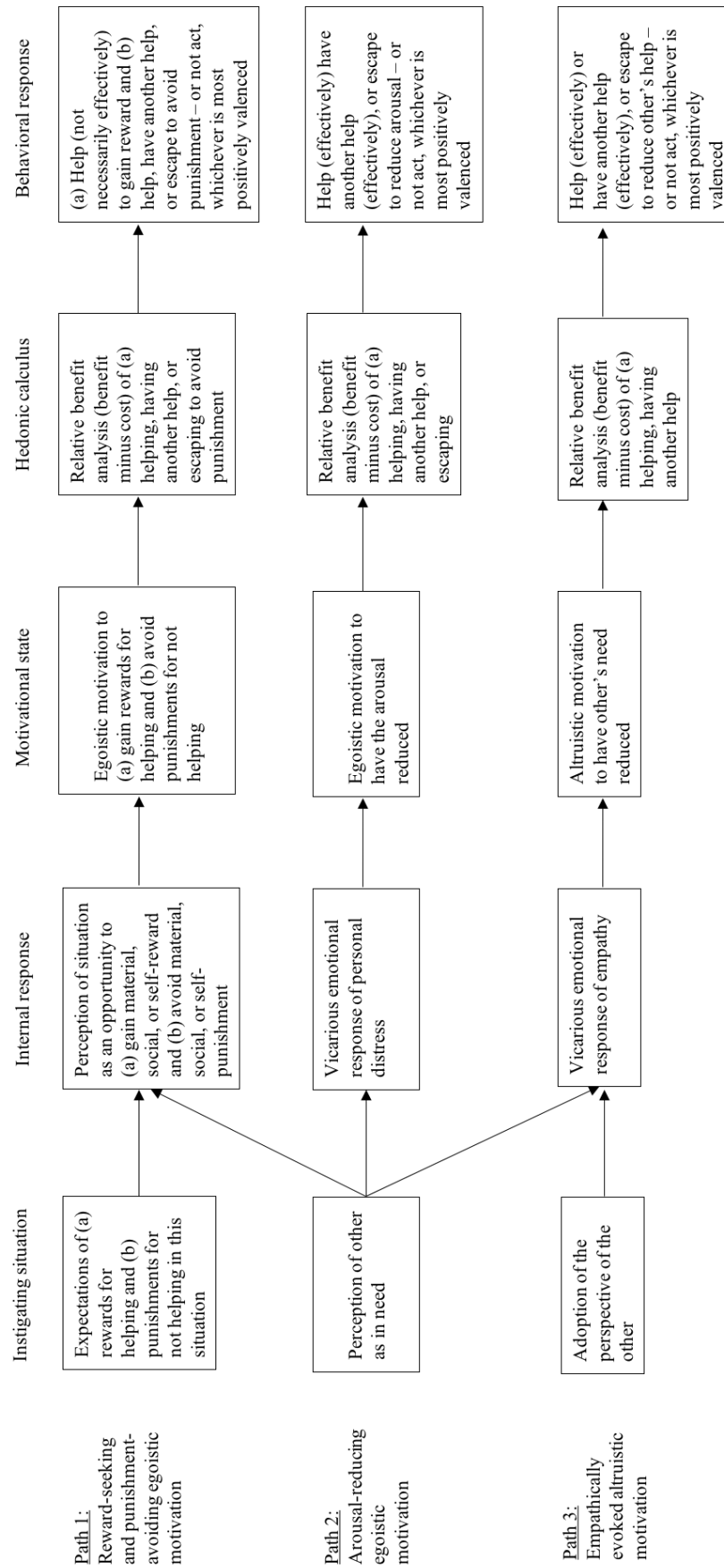


Figure 1. Model of Altruistic and Egoistic Motives for Helping (Batson, 1987)

Egoistic Motives: Path 1 and 2. The first egoistic motivation path involves reward-seeking and punishment avoiding, and the second egoistic motivation path involves arousal-reducing egoistic motivation. In the first step of an instigating situation, both egoistic paths begin with perceptions of the other in need to arouse the motivation. However, on Path 1, the actor should expect to receive rewards for helping or punishments for not helping in the current situation. The expectation of rewards and punishments results from not only the actor's prior learning memory or experience, but also from the observation of others (Bandura, 1977).

In the second step of internal response, on Path 1, the expected possible rewards become explicit (e.g., gaining material, social approval) or subtle (e.g., gaining esteem, complying with social norms, complying with internalized personal norms, seeing oneself as a good person, or avoiding guilt). On Path 2, perception of the other's need or unfortunate circumstance evokes emotional response or arousal, including vicarious negative feeling (e.g., distress, anxiety, and uneasiness) (Batson & Shaw, 1991; Batson, 1987; Batson & Coke, 1981). Batson et al. (1991) point out that the anticipation of reward and punishment on Path 1 and the emotional response of personal distress on Path 2 are different, but both internal responses could occur, depending on the situation.

In the third step of motivational state, the anticipated reward and punishment on Path 1 elicit an egoistic motivation to gain the reward (Path 1a) or avoid punishment (Path 1b). On the other hand, on Path 2, the aroused negative feeling such as personal distress evokes an egoistic motivation to reduce the arousal.

In the fourth step of hedonic calculus, before the actor proceeds with potential behavioral responses, a hedonic calculus or relative-benefit analysis (benefit minus cost)

is implemented. The magnitude of the benefit in the analysis strengthens the motive to achieve the ultimate goal. Obtaining the ultimate goal of improving the other's welfare may involve cost to the self as a form of self-sacrifice but it also may not (Batson & Shaw, 1991). The sum of costs resulting from the behavior is perceived. In terms of helping behavior with egoistic motives, givers may consider benefits against cost to gain material rewards and pleasure, avoid pain, save time and money, and so on.

In the final step of behavioral response, through the process of the hedonic calculus, the relative-benefit analysis would affect the helping behavior. Therefore, the egoistically motivated actor will decide to help, have someone help, justify not helping, or escape the situation (Batson & Shaw, 1991).

The two egoistic motive paths provide plausible explanations of the motivation to help based on a classic approach to motivations (e.g., reinforcement on Path 1, arousal reduction on Path 2). Along with the egoistic motive paths for helping, Batson and Shaw (1991) also argue that altruistic motives evoked by empathic emotion exist in helping behavior.

Empathically Evoked Altruistic Motive: Path 3. Batson and Shaw's (1991) argument that a vicarious emotional response of empathy that evokes altruistic motivation to help is referred to as the empathy-altruism hypothesis. Path 3 describes Batson and Shaw's (1991) empathy-altruism hypothesis. The altruistic motive (Path 3) has the same five psychological processes as the two egoistic motive paths: (1) instigating situation, (2) internal response, (3) motivational state, (4) hedonic calculus, and (5) behavioral response.

First, in the instigating situation, Path 3 also starts with a perception of others in need. It includes perceptible discrepancy between the other's present and future well-being, salience of the states, and focus on the other (Batson, 1987; Batson & Shaw, 1991). Next, the actor adopts the perception of the person in need and takes the other's perspective in the threshold of two factors: (a) the ability to take another's perspective (Hoffman, 1981) and (b) a perspective-taking set by imagining how the needy person faces the situation (Stotland, 1969). The perspective-taking set may be stimulated by prior experience in a similar experience or a feeling of attachment to the other.

Second, in the internal response stage, the attachment influences the actor's aroused empathic emotion in two ways. In particular, the strength of the attachment to the person in need affects the likelihood of the person's perspective adoption. The strength of the attachment can also affect the magnitude of the empathic emotion.

Third, in the stage of the motivational state, the experience of empathy evokes altruistic motivation. The empathic emotion is characterized by feelings of sympathy and compassion (Batson, 1987; Batson & Shaw, 1991). The ultimate goal of altruistic motivation to help is to increase the other's welfare, in contrast to the ultimate goal of the other two egoistic motivations to increase one's own welfare. The magnitude of altruistic motivation may depend on the magnitude of the experience of empathy. The altruistic motivation not only gains social or self-reward, but also avoids punishments and alleviates personal distress that cause the egoistic motivations.

Fourth, like Path 1 and 2, the actor conducts the hedonic calculus or relative-benefit analysis on Path 3 for the altruistic motive. The relative-benefit analysis is performed to decide the most effective potential behavior to help the person in need or

determine someone else more in need to achieve the ultimate goal. It may be seen as egoistic, however, Batson and Shaw (1991) argue that this should not be interpreted as egoistic motivation.

Finally, in the stage of the empathy-altruistic motivation on Path 3, as a result of the relative-benefit analysis, the altruistically motivated actor will help if helping is possible, the relative-benefit of helping is perceived to be positive, and the relative-benefit of helping is more effective or positive than the relative-benefit of having someone else help. If the relative-benefit analysis is negative, the actor will restrain the empathic emotion and the altruistic motivation and thus, he or she will not help the others in need by ignoring them or depreciating them.

Therefore, the path model of altruistic and egoistic motives for helping provides support for the applied conceptual model for this study to investigate the relationship between internal response, prosocial motivational state, and behavioral response in the crowdfunding situations.

Impure Altruism Model (Andreoni, 1990)

The Impure Altruism model (Theory of Warm-Glow Giving) developed by James Andreoni (1989; 1990) has a similar perspective to Batson's three-key path model. In the model of "impure altruism", people contribute to charity at some personal cost with two different motives: first, an individual gives with an altruistic motive for public good, and second, an individual demands some benefits from the giving like a warm glow which may be a selfish or egoistic motive.

The perspective of altruism distinguishes between “pure altruism” (i.e., serving the public good) and “warm-glow” giving (i.e., boosting in self-esteem for the giver) (Andreoni, 1990). In the standard model of altruism, people make donations to the public good for charity with “pure altruism” because it helps the recipient. In contrast, James Andreoni (1989; 1990) points out that the conventional view of charitable giving omits the impurely altruistic motives. He asserts that “impurely altruistic” motives in the standard public good model are not pure and people derive some utility from the act of giving. In particular, when people make decisions to give to charity, they could be influenced by social and psychological factors (e.g., a desire for prestige, respect, social pressure, guilt, friendship, sympathy) in addition to purely altruistic motives. Andreoni (1990) introduces the theory of Warm-Glow Giving in which people expect to receive a “warm glow” from giving and a desire for “warm glow” may influence the decision to give. In other words, the actions of charitable giving would generate positive outcomes, thus making them happy or satisfied. For example, if contributors enjoy giving gifts, the effects of the warm-glow which is an egoistic motive would outweigh altruistic motives in charitable giving for the recipient.

Consistent with the perspective of the model of altruistic and egoistic motives for helping (Batson, 1987; 1991), Andreoni (1989) develops the Impure Altruism model to explain pure altruism, warm-glow, and the combined concept of both pure altruism and warm-glow in charitable giving.

In the model of impure altruism, it is assumed that only one private and one public good exist. The public good is produced from the private good by a simple linear method and it is measured in units of dollars. Total individuals are indicated as n , an

individual i , a private good x_i , contributions towards the public good g_i , and paying taxes T_i . All collected taxes are used to contribute to the public good.

Let $G = \sum_{i=1}^n g_i$ be the sum of all private contributions to the public good and let $T = \sum_{i=1}^n T_i$ be the sum of public contributions. The total supply of the public good is, thus $Y = G + T$.

There are differences in terms of the contributor's utility from the act of giving between (1) an altruistic individual, (2) an egoistic individual, and (3) an impurely altruistic individual who has the interdependence of both altruistic and egoistic preferences.

1. Altruistic individual: An individual's utility is described by the standard model of altruism. The utility function is $U_i = U_i(x_i, Y)$. It depends only on the consumption of the private good and the total supply of the public good.
2. Egoistic individual: A person gives only because of the warm glow from giving and is not concerned with the public good. The utility function is $U_i = U_i(x_i, g_i)$.
3. Impurely altruistic individual (a combination of both altruistic and egoistic preferences): A contributor who not only cares about the public good, but also gets the feeling of a warm glow from giving. The utility function can be written as $U_i = U_i(x_i, Y, g_i)$, $i = 1, \dots, n$

Pure altruism refers to individuals who act altruistically and give because it helps other people in need and contributes to the public good (Gleasure & Feller, 2016). It plays an important role in motivating contributors in charitable crowdfunding. However, the perspective is limited in its ability to explain adequately more predictive sources of

altruism. Therefore, the viewpoint of impure altruism having both altruistic and egoistic motives is more plausible than that of pure altruism to apply to the domain of reward-based crowdfunding that offers material rewards such as developed products.

Application of Model of Altruistic and Egoistic Motives for Helping

The notion of human altruism is applied and considered in the crowdfunding context when donations are made anonymously to socially and physically distant strangers. Givers would feel good about supporting crowdfunding campaigns and seeing the successful outcomes from their own acts of giving. Therefore, the funders would have different motives to act altruistically by participating in a crowdfunding campaign and contributing. For example, funders might crowdfund with only an altruistic motive for the crowdfunding campaigns to make them happen. They might feel good about themselves by helping or giving to others in need although the contribution is a small amount. In addition, funders might give because they care about the crowdfunding campaign creators as well as gaining a feeling of warm glow from their contribution.

From the theoretical perspective of the model of egoistic and altruistic motives for helping, this study provides a partial model of funder response to crowdfunding project campaigns to be tested empirically (See Figure 2).

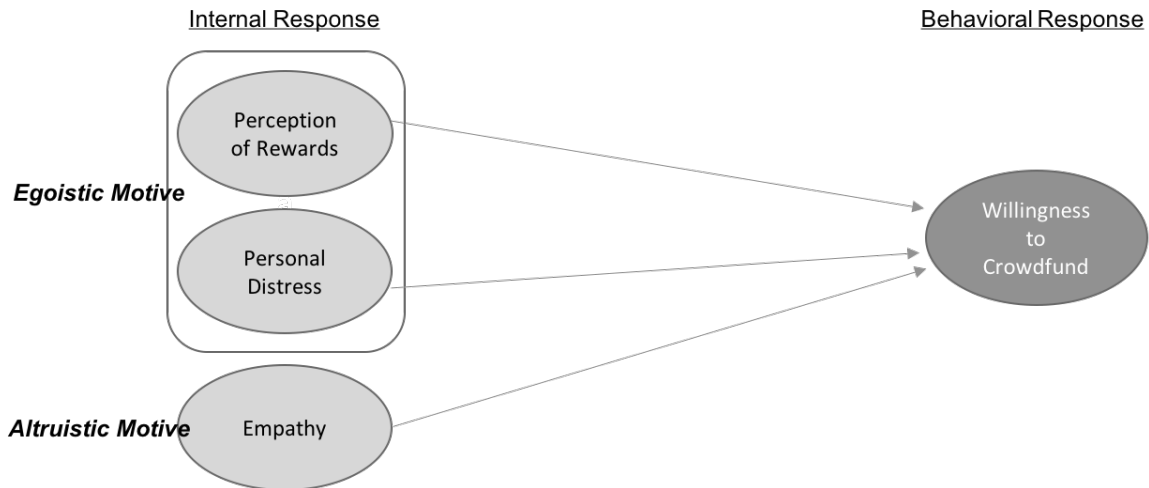


Figure 2. Partial Model of Prosocial Motives and Crowdfunding Behavior

Review of Related Research

This section gives an overview of crowdfunding in the area of fashion apparel, motivations for crowdfunding, and prosocial crowdfunding campaigns. It also provides a review of related research addressing social cause message types and cause needs, internal response, prosocial motives, and crowdfunding behavior.

Reward-based Crowdfunding in Fashion

The concept of reward-based crowdfunding has become popular to both fashion designers/start-ups and consumers. For example, for one of the popular reward-based crowdfunding platforms, Kickstarter, users donate a small amount of funds and in exchange, they receive a reward which is the actual fashion product that the campaign creator has developed such as t-shirts, bags, or shoes by the promised delivery date. Kickstarter has 13 categories: art, comics, dance, design, fashion, film and video, food, games, music, photography, publishing, technology, and theater. There are two options of reward that funders can choose based on the amount of funding: symbolic rewards such

as public acknowledgement of their monetary donation or material rewards such as the developed product in the crowdfunding project campaign.

With the increasing popularity of crowdfunding, the crowdfunding concept could be an effective way for artists and designers to provide financing for their creative projects. Growing numbers of fashion label founders or start-ups are deciding to launch a campaign on crowdfunding platforms instead of using conventional venture capital investors because it allows companies to raise money easily from the crowd (Sherman, 2015). There are successful fashion crowdfunding projects. For example, Ministry of Supply raised \$430,000 by creating sweat-wicking Apollo dress shirts on Kickstarter in 2012. *BauBax*'s travel jacket featuring multi-functions raised \$10 million in total crowdfunding contributions (Sherman, 2015).

In addition, fashion-focused crowdfunding platforms have been launched such as Fashion Fund, Cut on Your Bias, Catwalk Genius, FashionStake, and ZaoZao (Sherman, 2015). Many independent fashion designers lack knowledge and business skills to market their creations and run their businesses. Thus, they could take advantage by adapting the crowdfunding concept for their business practice not only to finance, but also to promote their new fashion products or collections.

However, the collected amount and the project success rate in the fashion design sector remains more obscure and challenging than other sectors. According to the research firm Massolution, fashion-related crowdfunding campaigns accounted for 24% of the total sectors. The raised amount for fashion projects (\$59 million) was significantly lower than other sectors such as technology projects (\$297 million) in 2015. Moreover, many designers remain unprepared to deliver the products that they promised to funders.

There are also some risk issues related to customer trust, sizing, return cost, and so on (Sherman, 2015).

In terms of academic research, few studies have been conducted on crowdfunding practices or issues in the fashion apparel field. Like the fashion area, in the study on crowdfunding for theater projects in the art sector, Boeuf, Darveau, and Legoux (2014) analyze the effect of the material offer and symbolic rewards on the amounts raised by funders. Their results note that symbolic rewards such as public acknowledgement of the donation are incentives for the donors when there is no tangible reward offered.

There is an opportunity to shed light on the phenomenon of crowdfunding and funders' prosocial behavior toward crowdfunding projects in the creative industries, especially fashion and apparel.

Motivations for Crowdfunding

What motivates people to contribute their money to crowdfunding projects? There are several studies on crowdfunding motivations. According to a qualitative study by Ordanini et al. (2011), for non-equity crowdfunding, individuals participate and decide to fund in order to receive rewards in exchange for financial support to early-stage new ventures.

Contrary to donation or reward-based crowdfunding, in equity-based crowdfunding, the economic return for becoming shareholders of the company also motivates the participants to invest. Cholakova and Clarysse (2015) found that people are motivated by financial incentives for both reward-based and equity crowdfunding campaigns. On the other hand, Gerber and Hui (2013) found through interviews that

funders are motivated to receive rewards, help others, support causes, and be part of a community although their lack of trust is a deterrent in the process of crowdfunding.

Prosocial motives lead individuals to a variety of behaviors in various situations (Batson et al. 1991). Crowdfunding can be identified as an act of altruistic or charitable giving (Gleasure & Feller, 2016). One of the intrinsic motivations to donation-based crowdfunding is the desire to help others and support campaigns with social causes (Ordanini et al., 2011). However, few studies have been conducted to explain how psychosocial factors relate to altruism in economics and psychology (Gleasure & Feller, 2016).

Donors are also motivated to help people who need funds for a social or a personal cause. Gleasure and Feller (2016) examine the donation behavior in charitable crowdfunding between “pure altruism” and “warm glow” motivations based on rationalistic and normative models of altruism. Allison et al. (2015) found that funders respond more positively to altruistic narratives framed as a prosocial opportunity (helping others) than the narrative framed as a business opportunity.

Prosocial Crowdfunding Campaigns

A growing number of people are willing to contribute to good corporate behaviors when they make purchase decisions with an increasing awareness of environmental and social concerns (Morsing & Beckmann, 2006). This notion is associated with cause-related marketing practices. It occurs in a transaction process where the donation for charity causes take place when consumers purchase a product (Moosmayer & Fuljahn, 2010). A social cause can be related to a variety of social and environmental issues in cause-related campaigns for charity. For example, retailers (e.g., Macy’s, Nordstrom, and Target) and

apparel brands (e.g., GAP, Uniqlo, and Ralph Lauren) have implemented cause-related campaigns associated with breast cancer, skin cancer, and children's hunger. The cause-related campaigns improve consumer evaluations of the firm and products (Fine, 1990). The cause-related prosocial campaign strategy can be applied to the crowdfunding context. However, in the domain of crowdfunding, the use of a cause-related concept is limited and cause-related crowdfunding campaigns are not actively implemented, especially in the fashion product category.

Philanthropic charitable crowdfunding has succeeded less in collecting money than other forms of crowdfunding (Van Teunenbroek, 2016). Donors receive no financial incentive in donation-based crowdfunding while they receive small material rewards in reward-based crowdfunding. Since there are no financial compensations, promoting prosocial behavior would be a bigger influence than other factors in charitable crowdfunding (Burtch, Ghose, & Wattal, 2013; Van Teunenbroek, 2016).

There are several studies on factors that affect the success of crowdfunding projects. Van Teunenbroek (2016) examined the effect of social information about the previous donors' donation behavior by using an experiment. The study found that there was a positive influence of the publication of social information on the donation behavior in charitable crowdfunding campaigns. Specifically, social information related to donors' prior behavior in a crowdfunding setting included the amount of donation, the number of donors, and the total amount raised per project (Van Teunenbroek, 2016). Burtch et al. (2013) examined social influence in a crowd-funded marketplace for online journalism projects by collecting a data set of contribution events and Web traffic statistics for 100 story pitches. Their results highlighted that the duration of funding and the degree of

exposure that a pitch receives in the funding process influences positively readership upon the story's publication as a factor to succeed crowdfunded projects. Gleasure and Feller's (2016) study noted that donations to organizations are more affected by outcome-related factors (e.g., fundraising targets, likelihood of meeting the target) while donations to individuals are more affected by interaction-related factors (e.g., level of dialogue in a campaign). Particularly, the results suggest that campaign imagery positively influences positive funder donation behavior. Thus, it implies that the characteristics of the content or story in a crowdfunding campaign would play a key role in making the crowdfunding project successful. A prosocial pitch in a crowdfunding campaign will increase the likelihood of crowdfunding contributions, compared to a commercial crowdfunding campaign with a business purpose.

Based on this review of literature, individuals would be more likely to invest in a prosocial crowdfunding campaign with a social cause than a commercially-oriented campaign with a business idea. It is proposed that the pro-sociality of a crowdfunding campaign (e.g., social cause-related message) would evoke the funder's prosocial motives more than a crowdfunding campaign for business purpose only.

Self-Referencing Messages in Cause-related Campaigns

In terms of a communication strategy, self-referencing is used to increase message elaboration, thus enhancing persuasion of the message (Burnkrant & Unnava, 1995).

Self-referencing affects charity advertising or communication processing under different message frames (Chang & Lee, 2011). For charity advertising research, it is important to understand the way individuals process information by referring to their self-concept.

Self-relevant ads that illustrate negative circumstances may increase audiences' guilt and responsibility, thus increasing their motives for helping and donation intentions (Chang & Lee, 2011; Batson, 1991).

Some research found that self-referencing influences message persuasion (e.g., Chang & Lee, 2011; Escalas, 2007; Brunkrant & Unnava, 1995; Debevec & Romeo, 1992). In their study, Brunkrant and Unnava (1995) conducted two experiments by manipulating two levels of self-referencing (i.e., high vs. low self-referencing) by varying the message subjects. In the high self-referencing condition, the message indicated the subject directly by addressing them with second person wording (e.g., "You") and encouraged them to recall their past experiences with the product. In the low self-referencing condition, the message illustrated the subjects with third person wording (e.g., "One") and did not remind them of their past experiences. The results revealed the high self-referencing message types increased both message elaboration and persuasion when the message arguments were strong. In addition, they found that high self-referencing in the form of a question increased self-referencing and recall, compared to a statement. The results imply that the message types with self-related memories influences the audiences' cognitive responses and their evaluation of the company/brand in the processing of a communication message.

With the perspective of self-referencing messages, there is prior relevant research that applied the concept of self-referencing to charity advertising campaigns and tested different types of social cause messages by addressing audiences' self-related knowledge or episodic memory (i.e., past experiences) in social cause campaigns. Lim, Yang, & Chung (2015) examined the effects of a partake-in-our-cause (PIOC) message in

corporate social responsibility (CSR) communication on decreasing negative evaluations for a company experiencing negative news. They manipulated a PIOC message by presenting it in second-person wording (e.g., your story, see what you can do), in contrast to a non-PIOC message in third-person wording (e.g., their story, see what human race can do) in their CSR advertisements in a newspaper. They found that a PIOC message generated fewer negative thoughts about the company and more positive evaluations about the company than a non-PIOC message. Their results indicate that a PIOC message receives greater attention and encourages individuals to engage in self-referencing information or their own experiences in message processing. In addition, it can enhance a corporate image by reducing a company's negative evaluations.

Consistent with the use of a PIOC message, Kim, Cheong, & Lim (2015) also examined the two different message types in social cause advertising: a partake-in-our-cause (PIOC) message types and a promotional social cause (PSC) message type. Their study also tested the interaction effect of social message types and company-cause fit in a 2 (message types: PIOC vs. PSC) x 2 (company-cause fit) factorial experiment. The PIOC message was manipulated with second-person wording (e.g., "you"), inviting the audience to participate in the social campaign, in contrast to the PSC message which used the company name as the subject. They found that the PIOC message had higher perceived self-referencing, more favorable perceptions (i.e., attitude, corporate social responsibility), and stronger behavioral intentions (i.e., intention to participate in the social campaign, willingness to share cause information with others, purchase intention) when company-cause fit was low, while PSC was more persuasive when the company-cause fit was high.

Thus, this study employs the conceptualization of different message types (i.e., participative message vs. promotional message) from the prior studies to determine message processing styles for a social cause communication strategy under the psychological mechanism of self-referencing (e.g., Brunkrant & Unnava, 1995; Kim et al., 2015; Lim et al., 2015).

Hypotheses Development

This study examines (1) the effects of social cause message types (i.e., participative vs. promotional) and cause types (primary needs vs. secondary needs) on prosocial motives (i.e., altruistic vs. egoistic) and behavioral intentions (i.e., attitude toward the crowdfunding campaign, crowdfunding intention, willingness to share information with others, willingness to participate), (2) the mediating effects of prosocial motives in the relationship between social cause/message types and behavioral intentions in the online reward-based crowdfunding context, and (3) the interaction effects of social cause type and message type on prosocial motives and crowdfunding behavior. Thus, the hypotheses are developed as follows:

Effect of Social Cause Types on Crowdfunding Behavior

Social cause types involve cause needs (importance of the cause) whether it is primary or secondary. Specifically, a cause may support primary needs involving basic human needs or secondary needs related involving social or cultural quality of life. According to cause-related marketing literature, cause-related campaigns related to life-saving issues or circumstances tend to bring higher levels of involvement between causes and consumers, compared to cause-related campaigns related to life-enhancing issues or circumstances

(e.g., Vanhamme et al., 2012; Demetriou et al., 2010). For example, several studies found that respondents considered primary causes such as anti-cancer societies most important, compared to anti-drug societies and protection of children's rights (Demetriou et al., 2010). Cornwell and Coote (2005) found that breast cancer has a stronger effect over women's issues. Another experimental study (Berger, Cunningham, & Kozinets, 1999) found that student scholarship cause has more positive response than other causes such as support to peace foundation and arts.

Based on the prior study findings, this study focuses on the effect of cause types on crowdfunding attitude and behavioral intention toward the crowdfunding campaign associated with a social/charitable cause. The social cause type is related to the human need whether it is primary or secondary and whether it is more important or less important to an individual's life. Thus, the following hypotheses are proposed:

H1: Individuals exposed to a primary cause will have higher crowdfunding behavioral responses than individuals exposed to a secondary cause in the cause-related crowdfunding campaign. Specifically, there will be the effect of social cause types on the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information and participate in the cause-related campaign (c).

Effect of Message Types on Crowdfunding Behavior

In cognitive psychology, when individuals process information they compare it to their existing self-relevant information in memory. This study employs the perspective of self-referencing in order to examine different message types of charitable causes in the

context of prosocial crowdfunding for fashion products. According to Burnkrant and Unnava (1995; 1989), self-referencing occurs when an individual processes information by associating it with one's episodic knowledge and personal experiences.

From the perspective of classic self-referencing research and previous studies, this study determines the effect of social cause message types in self-relevant information processing. Specifically, this study tests two social cause message types in communication strategies according to the different level of self-referencing: a participative social cause message types (i.e., high self-referencing condition) and a promotional social cause message types (i.e., low self-referencing condition). In addition, this study explores the effects of different message types on prosocial motives and behavioral intention outcomes. Thus, the following hypotheses are proposed:

H2: Individuals exposed to a participative message will have higher crowdfunding behavioral responses than individuals exposed to a promotional message in the cause-related campaign. Specifically, there will be the effect of message types on the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information and participate in the cause-related campaign (c).

Mediating Effects of Prosocial Motives

From the path model of altruistic and egoistic motives for helping (Batson, 1987; Batson & Shaw, 1991), this study argues that various types of internal emotional responses to crowdfunding campaigns would be positively related to prosocial motives (i.e., altruistic and egoistic motives). On the first egoistic path of the Batson's model, the givers'

internal response influences motivational state. Specifically, the funder perceives and expects possible rewards including explicit rewards (e.g., gaining materials, social approval) or subtle rewards (e.g., gaining esteem, complying with social norms, complying with internalized personal norms, seeing oneself as a good person, or avoiding guilt). Thus, this leads to the following hypothesis:

H3: Perceived reward (egoistic motive) will mediate the effect of social cause type and message type on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), and willingness to share and participate in the cause-related campaign (c).

On the other side of the egoistic path, the funder perceives other's need or unfortunate circumstance to evoke emotional response or arousal, including negative or unpleasant feelings (e.g., distress, anxiety, and uneasiness) (Batson & Coke, 1981; Batson, 1987; Batson & Shaw, 1991). Batson and Shaw (1991) point out that on the egoistic motive paths, both internal responses could occur together in certain situations. Maner and Gailliot (2007) also assert that a desire to improve one's own emotional state could motivate actions to help a person in need, rather than a desire to improve the other's welfare. Thus, this hypothesis is proposed:

H4: Personal distress (egoistic motive) mediate the effect of social cause type and message type on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information (c), and willingness to participate in the cause-related campaign (d).

On the altruistic path of Batson (1987)'s model of altruistic and egoistic motive for helping, feeling of attachment or perspective-taking influence the actor's aroused empathic emotion. Consistent with this perspective, Hoffman (1981) asserts that observation of others' suffering causes empathic distress and the cause of the suffering affects the observer's willingness to help. Thus, it is possible to hypothesize the mediating effect of the altruistic motive (i.e., empathy) for helping on the relationship between cause/message types and funders' crowdfunding behavior. Therefore,

H5: Empathy (altruistic motive) will mediate the effect of social cause type and message type on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share and participate in the cause-related campaign (c).

Interaction Effects of social cause type and message type

The social cause types that indicate importance of cause may moderate the effect of social cause message types on behavioral intentions. Thus, there will be an interaction effect of the independent variables, social cause message types and cause needs on the behavioral outcomes. Thus, the following hypotheses are proposed:

H6: There will be an interaction effect of cause and message types on prosocial motives. Specifically, the effect of cause types on perceived reward (a), personal distress(b), and empathy(c) will be stronger when individuals are exposed to a participative message than to a promotional message.

H7: There will be an interaction effect of cause and message types on crowdfunding behavior. Specifically, the effect of cause types on attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share and participate in the cause-related campaign (c) will be stronger when individuals are exposed to a participative message than those exposed to a promotional message.

Therefore, a proposed model of all hypothesized relationships is shown in Figure 3.

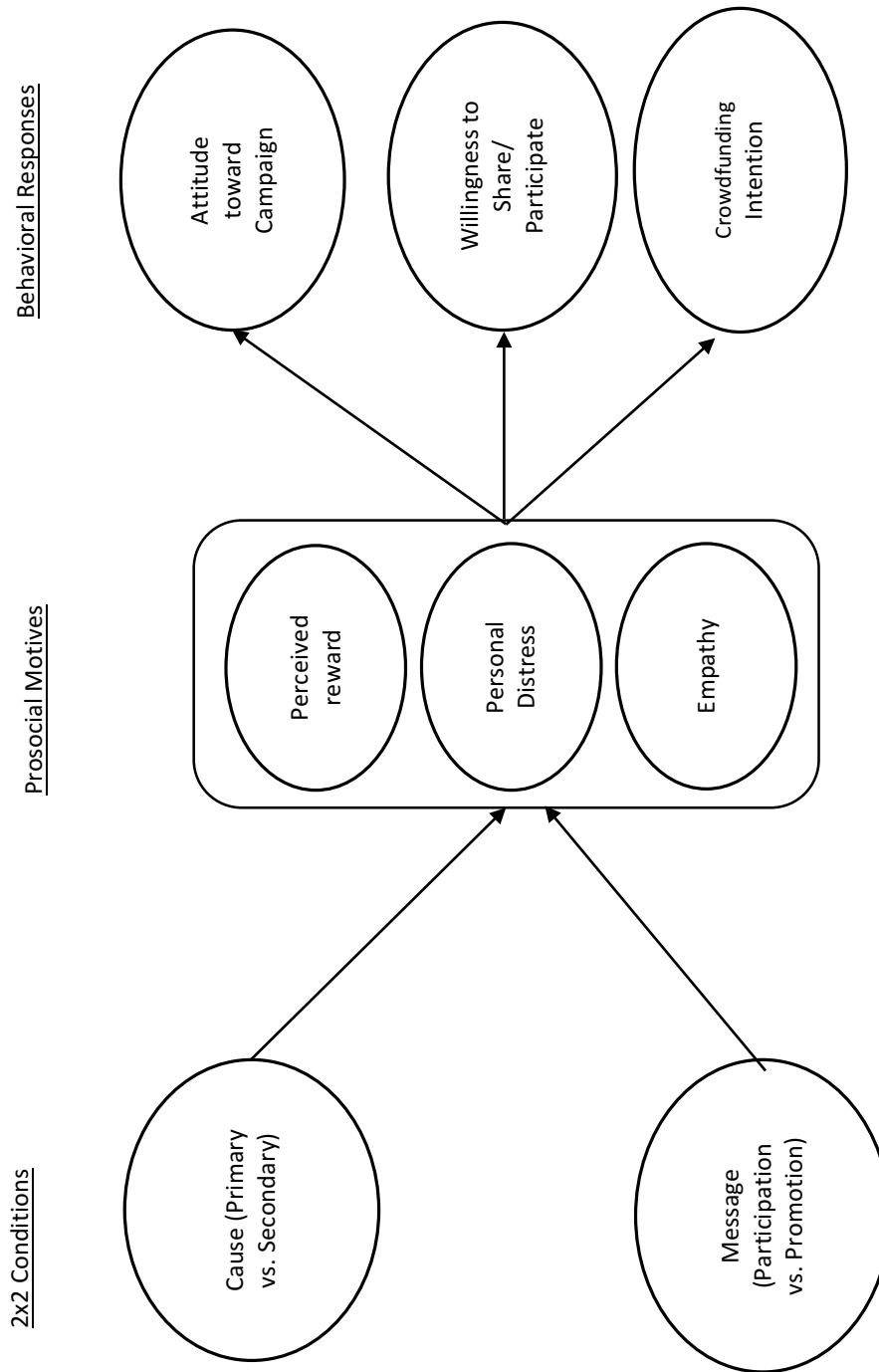


Figure 3. Model of Hypothesized Relationships in Cause-related Crowdfunding

CHAPTER III

METHODS

This chapter provides a description of the research methods. Included are descriptions of the instrument development containing stimuli development and questionnaire development. The descriptions of sampling, data collection, and data analysis are also presented.

Research Design

The goals of this study are threefold: (1) to assess the effects of the different social cause message types (i.e., participative vs. promotional) and social cause types (i.e., primary need vs. secondary need) on individuals' behavioral responses (i.e., attitude toward the cause-related campaign, crowdfunding intention, willingness to share, and willingness to participate) in the context of crowdfunding for fashion apparel products, (2) to investigate the relationships among cause and message types conditions, prosocial motives, and behavioral responses, in particular, the mediating role of the funders' prosocial motives (i.e., altruistic with empathy vs. egoistic with perceived reward and personal distress) in the relationships, and (3) the interaction effects of social cause type and message type on prosocial motives and crowdfunding behavior.

To test the proposed conceptual model and hypotheses, this study designed a 2 (Cause types: primary vs. secondary needs) \times 2 (Message types: participative vs. promotional) between-subjects factorial online experiment. It contains a cause-related crowdfunding campaign with two attributes: (1) social cause types whether it is the human primary needs or secondary needs and (2) message types whether it is participative or promotional. This study controlled the factor that might influence the

response to the cause-related crowdfunding campaign by creating a fictitious organization and using a reward-based crowdfunding approach with a product item only where a funded product is rewarded upon the funder's monetary contribution to the crowdfunding campaign with a social cause. The online experimental study can be effective to recruit potential participants with Internet access because the study is intended to evaluate funders' motives and behavior in the online crowdfunding environment.

Instrument Development

Stimuli Development: Cause-related Crowdfunding Campaign

Pretest. Before the stimuli were developed, a pretest was conducted to select the most effective social causes reflecting the two levels of human needs (i.e., primary vs. secondary needs) and importance of the cause. A total of 47 respondents were recruited via Amazon Mechanical Turk (MTurk) in exchange for incentives. They were asked to rate importance of the cause. Importance of the cause was measured on a 5-point Likert-types scale (1 = *not at all*, 5 = *very much*).

Primary social causes included health care ($M = 4.00$), environment ($M = 3.96$), education ($M = 3.92$), and human services ($M = 3.79$). Secondary social causes included art and religion. The respondents were also asked to list campaign examples of each social cause. For the health cause as primary needs, there were campaign examples such as cancer research, children's hospital, dentistry for children, and free vaccinations for poor children. For the art cause as secondary needs, the campaign examples included art class for poor children, free museum day for orphans, museum funding, and grants for local artists. The results indicated health care for children in need were regarded to be the

most appropriate social cause campaigns. Thus, free vaccination for poor children was selected for the primary cause types related to the most human basic needs and life-saving. On the other hand, an art class for poor children was selected for the secondary cause types not related to human basic needs, but to social or cultural life-enhancing causes.

Item Selection. The current study uses a context of crowdfunding for the fashion apparel product category since it aims to understand crowdfunding decision-making in the domain of fashion and to promote effective crowdfunding practices focusing on the creative industries, especially fashion and apparel. A casual jacket was used for the experimental crowdfunding campaign because the clothing item is considered to be relatively convenient to purchase online in terms of size, fit, and materials.

Content Development. Mock cause-related crowdfunding campaigns were developed as a stimulus for each condition. To create the crowdfunding campaign in a reward-based crowdfunding setting, the layout of the campaign was created by emulating the conventional online reward-based crowdfunding websites such as Kickstarter.com and Indigogo.com. Each of the mock cause-related crowdfunding campaign webpages contains the information about the crowdfunding project including the jacket features, the current amount (\$17,000 USD) and percentage (80%) of raised money with the goal amount (\$20,000 USD), the number of funders, the days to complete the project, the fixed donation price (\$179 USD), the estimated jacket delivery date as a reward upon the monetary donation as well as an image of the jacket. For all conditions, an identical image of *BauBax*'s travel jacket featuring multi-functions was used with permission from

the company. The *BauBax*'s travel jacket project was one of the successful crowdfunding apparel campaigns that raised \$10 million on Kickstarter.com (Sherman, 2015).

However, the brand name, *BauBax* was removed and the fictitious brand name *MAX* was used in order to control any potential effect of the company/brand name.

For the independent variable, social cause types based on basic human needs and importance of the cause, and two different cause types (i.e., health vs. art) were used for the experiment stimuli in the cause-related crowdfunding campaigns. As a result of the pretest that identified the level of cause importance and causes related to human needs, health care was chosen as a highly recognized primary cause related to basic human needs and the most important issue. Based on the pretest results, art education was chosen as a secondary cause issue that is less important, but related to socio-cultural human needs.

The goal for all the crowdfunding campaigns for charity was to support jacket manufacturing worker's children living in Cambodia, having the description of the story about the factory workers and the poor community.

For another independent variable, message types for the social causes, two different campaign copy statements (i.e., participative vs. promotional), were presented in sentences. Specifically, the participative message types uses the second-person wording (e.g., "you") while the promotional message types uses the third-person wording (e.g., "the company, *MAX*"). The participative message was manipulated by stating in second-person wording (e.g., with your contribution) as well as by using the word, "participate" in the description sentence (e.g., "you will participate in our cause..."), in contrast to a promotional message in third-person wording (e.g., "The company, *MAX* will

provide...”) from the perspective of self-referencing (e.g., Brunkrant & Unnava, 1995; Kim et al., 2015; Lim et al., 2015).

For the health cause and participative message condition (See figure 4), the statements were worded that “A portion of the funds raised by you for this project goes directly to charity in support of the manufacturing workers’ children’s health. With your contribution, you will participate in our cause to provide free vaccinations and medical care to the poor kids.” at the bottom of the crowdfunding campaign webpage with a picture depicting a Cambodian baby getting vaccinated with the mother.

For the art cause and participative message condition (See figure 5), the statements were made that “A portion of the funds raised by you for this project goes directly to charity in support of the manufacturing workers’ children’s art education. With your contribution, you will participate in our cause to provide free art lessons and art supplies to poor kids.” at the bottom of the crowdfunding campaign webpage with a picture portraying Cambodian children taking an art class.

For the health cause and promotional message (See figure 6), the statements were included that “A portion of the funds raised for this project goes directly to charity in support of the manufacturing workers’ children’s health. The company, *MAX* will provide free vaccinations and medical care the poor kids.” at the bottom of the crowdfunding campaign webpage with a picture depicting a Cambodian baby getting vaccinated with the mother.

For the art cause and promotional message condition (See figure 7), the statements were worded that “A portion of the funds raised for this project goes directly to charity in support of the manufacturing workers’ children’s art education. The


company, *MAX* will provide free art lessons and art supplies to poor kids.” at the bottom of the crowdfunding campaign webpage with a picture portraying Cambodian children taking an art class.

Figure 4. Crowdfunding Campaign 1: Primary Cause (Health) & Participative Message

Mock Web site 1

← → ↻ <http://www.fashioncrowdfunding.com>

TRAVEL JACKET with 15 features



\$17,005 USD total fund raised
85% funded of \$20,000 goal

95 backers


7 days to go

Created by
MAX

Bookmark Share

About Our Project

We develop travel jackets for women and men. We introduce a modern travel-friendly BomBer Jacket with a stylish flare with pockets for all your smartphone devices, a built-in neck pillow and eye mask plus a detachable hood. A jacket that can take you from a party setting to the casual ski mountains in high style.



NECK PILLOW
EYE MASK
DREAM POCKET
MICROFIBER CLOTH
SUNGLASS POCKET
HEAD POCKET
HAND WARMING POCKETS
EARRING HOLDERS
PHONE POCKET
PEN + STYLUS
PASSPORT POCKET
BLANKET POCKET
GLOVES
PORTABLE CHARGER POCKET

Support This Project

Make a donation without a reward

\$

\$179 USD + Shipping

You receive a MAX Travel Jacket:


Available in many sizes and colors

Future Retail Price: \$300 + taxes + shipping

Estimated Delivery: October 2017

Ships Worldwide

Will You Join Us to Help Children In Need?



The jackets are manufactured in Cambodia at factories with good working conditions. The manufacturers are primarily struggling families from poor communities that were torn apart by the deaths of men during military service. A debilitating scourge of disease has claimed mothers and fathers leading to severe poverty and malnutrition.

A portion of the funds raised by you for this project goes directly to charity in support of the manufacturing workers' children's art education.

With your contribution, you will participate in our charitable cause to provide free art lessons and art supplies to the poor kids.

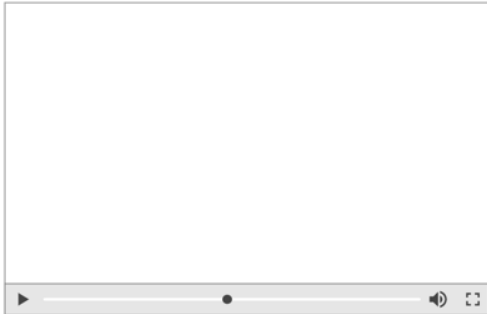
You can bring change to the world!

Figure 5. Crowdfunding Campaign 2: Secondary Cause (Art) & Participative Message

Figure 6. Crowdfunding Campaign 3: Primary Cause (Health) & Promotional Message

Mock Web site 1
http://www.fashioncrowdfunding.com

TRAVEL JACKET with 15 features



\$17,005 USD total fund raised

85% funded of \$20,000 goal

95 backers


7 days to go

Created by
MAX

Bookmark
Share

About Our Project

We develop travel jackets for women and men. We introduce a modern travel-friendly BomBer Jacket with a stylish flare with pockets for all your smartphone devices, a built-in neck pillow and eye mask plus a detachable hood. A jacket that can take you from a party setting to the casual ski mountains in high style.



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EARPHONE HOLDERS

PHONE POCKET

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Make a donation without a reward

\$

\$179 USD + Shipping

You receive a MAX Travel Jacket:


Available in many sizes and colors

Future Retail Price: \$300 + taxes + shipping

Estimated Delivery: October 2017

Ships Worldwide

MAX will Help Children In Need



The jackets are manufactured in Cambodia at factories with good working conditions. The manufacturers are primarily struggling families from poor communities that were torn apart by the deaths of men during military service. A debilitating scourge of disease has claimed mothers and fathers leading to severe poverty and malnutrition.

A portion of the funds raised for this project goes directly to charity in support of the manufacturing workers' children's art education.

The company, MAX will provide **free art lessons and art supplies** to the poor kids.

MAX can bring change to the world!

Figure 7. Crowdfunding Campaign 4: Secondary Cause (Art) & Promotional Message

Questionnaire Development and Measures

An online questionnaire was developed and used to collect data. It has an informed consent page to qualify the respondents' ages between 18 to 44 years old before they agree to participate in the study. In the first part of the questionnaire, the participants were asked to respond to questions on their previous crowdfunding experiences such as "Have you ever participated in a crowdfunding campaign?" and "Have you ever participated in a crowdfunding campaign with a social cause?"

The main parts of the questionnaire contained the measurement items. The measurement items for variables in the hypothesized model were developed as follows: (1) initial item generation through literature search, (2) first content validity testing, (3) pilot testing, and (4) second validity testing.

The relevant literature was searched for existing reliable and valid measures under investigation. This search found the measures to meet adequate reliabilities. All the variables and the way those are measured are presented as follows:

Manipulation Check Scales: Cause types (primary vs. secondary needs) and message types (participative vs. promotional). For the manipulation check of independent variable, cause types, Vanhamme et al. 's (2012) scale for primary and secondary cause needs was used. It has two items for each cause needs including, "The cause related to a problem that involves the most basic human needs, that is, basic physical requirements." for the primary needs of cause types and "The cause related to a problem that involves social or cultural life enhancement or development, that is, not related to basic human needs." for the secondary needs of cause types. Participants responded to each item after reading the description about the crowdfunding campaign

cause as a stimulus, using 7-point Likert scales ranging from 1 = “strongly disagree” to 7 = “strongly agree”. The reliability of the scale was not reported in their study. From a pilot study prior to the main study, the reliability for the scale resulted in $\alpha = .75$.

To evaluate the manipulation of another independent variable, participative message types in the cause-related crowdfunding campaign, an item was adopted from Kim et al. 's (2015) scale, “The campaign message encouraged me to participate in a social cause to help children in need.”

Prosocial Motives. All the scales for the three mediating variables for prosocial motives were assessed using a scale developed based on the Batson's (1997) path model of altruistic and egoistic motives for helping.

Perceived reward. The perceived reward as an egoistic prosocial motive scale was developed from the descriptions in Batson's (1997) model to assess the participants' perceived rewards from crowdfunding: “I expect to receive rewards for crowdfunding.”, “I perceive this situation as an opportunity to gain a material reward.”, “I perceive this situation as an opportunity to gain a social reward.”, “I perceive this situation as an opportunity to gain self-reward.” Participants responded to the four items on 7-point Likert-types scales (1 = *not at all*, 7 = *very much*). The reliability of the scale has not reported in Batson's (1997) study. From a pilot study prior to the main study, the reliability for the scale resulted in $\alpha = .81$.

Personal distress. To assess the participants' personal distress as another egoistic prosocial motive, the personal distress index developed by Batson et al. (1989) was employed. It consists of eight distress adjectives: alarmed, grieved, troubled, distressed, upset, disturbed, perturbed, and worried. The scale has a reported reliability of

Cronbach's $\alpha = .93$. The participants rated their aroused personal distress after viewing the cause-related crowdfunding campaign web image as a stimulus, using 7-point Likert-types scales (1 = *not at all*, 7 = *very much*).

Empathy. The empathy index as an altruistic motive developed by Batson et al. (1989) was utilized. Five of six empathy adjectives in the index were used: sympathetic, compassionate, softhearted, tender, and moved. The scale has a reported reliability of Cronbach's $\alpha = .85$. An adjective, warm was omitted because participants may respond to warm regarding body temperature when the study is conducted in the winter (Batson, Early, & Salvarani, 1997). The participants rated their evoked empathy after being exposed by the cause-related crowdfunding campaign web image as a stimulus, using 7-point Likert-types scales (1 = *not at all*, 7 = *very much*).

Behavioral Responses. The scales for four dependent variables were adopted from prior studies (Smith & McSweeney, 2007; Kim et al., 2015) that investigated similar helping behavior identified in the monetary donation and the advertising campaign context. Crowdfunding is a relatively new research area and context and existing scales in crowdfunding behavior have not been found from the literature search.

Attitude toward cause-related campaign. The scales for attitude toward the campaign and crowdfunding intention were adopted from a prior study on monetary donation behavior (Smith & McSweeney, 2007) because of the absence of reliable measures in the new context of crowdfunding. To assess the participants' attitude toward the campaign, they rated the extent to which they think the crowdfunding campaign is, on a scale between two polar adjectives: "pleasant-unpleasant", "useful-useless",

“satisfying-unsatisfying”, “favorable-unfavorable”, “positive-negative”, “considerate-inconsiderate”, “worthwhile-pointless”, and “good-bad” (Smith & McSweeney, 2007). Higher scores indicate greater degree or more positive attitude of each adjective. The reported reliability of the scale is Cronbach’s $\alpha = .93$ (Smith & McSweeney, 2007).

Crowdfunding intention. Participants’ crowdfunding intention was measured by four scale items adopted from Smith & McSweeney’s (2007) study on 7-point Likert-types scales (1 = *not at all*, 7 = *very much*). They were modified from the donation context to the crowdfunding context: “I am willing to contribute money to the crowdfunding campaign”. The scale has a reported reliability of Cronbach’s $\alpha = .85$ (Smith & McSweeney, 2007).

Willingness to share information to others. Participants’ willingness to share information to others was measured by a scale item adopted from Kim et al.’s (2015) study and modified for the new context of crowdfunding. They responded to the question, “How likely would you be to share the charitable cause to help children in need?” on a 7-point Likert-types scale (1 = *very unlikely*, 7 = *very likely*). The reported reliability of Cronbach’s α for the scale was .88 (Kim et al., 2015).

Willingness to participate in the campaign. Participants’ willingness to participate in the campaign was also measured by a scale item adopted from Kim et al.’s (2015) study and modified for the new context of crowdfunding. It was assessed on the statement, “How likely would you be to participate in the charitable cause to help children in need?”, using a 7-point Likert-types scale (1 = *very unlikely*, 7 = *very likely*). The reported reliability of Cronbach’s α for the scale was .90 (Kim et al., 2015).

In summary, the questionnaire contains the introductory part to identify the participants' previous crowdfunding experiences, the main part for assessing the constructs, and the general questions on demographic information (e.g., age, gender, ethnicity, education, income, etc.) (See Appendices A and B for the questionnaires). For the main part of the questionnaire, participants responded to three sets of items based on the variable groups, independent (predictor), mediating, and dependent (outcome) variables. The first set included the manipulation check items for cause needs types and message types. The second set assessed the mediating role of three prosocial motives, perceived reward (egoistic), personal distress (egoistic), and empathy (altruistic). The third set measured the participants' behavioral intentions (i.e., attitude toward cause-related campaign, crowdfunding intention, willingness to share information to others, and willingness to participate in the campaign).

First Content Validity Testing

To evaluate the content validity of the questionnaire items, a group of experts (i.e., an academic researcher and a doctoral student specializing in apparel studies) qualitatively reviewed the measurement items. The expert group assessed each item in terms of readability, clarity, and content validity. The measurement items were revised based on their review and recommendations by taking the new context of crowdfunding into consideration. The revisions are presented in Table 1.

Table 1.

1st Content Validity Testing

Construct		Initial Item	Revised Item
Participative Message (Manipulation Check)	PM	How strongly did the ad message encourage you to participate in a social cause campaign of reducing your carbon footprint?	The campaign message encouraged me to participate in a social cause to help children in need.
	WC1	...to charities or community service organizations in the next four weeks.	...to the crowdfunding project in a week.
Crowdfunding Intention	WC2	I intend to donate money to charities or community service organizations in the next four weeks.	I am willing to contribute money to the crowdfunding project in a week.
	WC3	...to charities or community service organizations in the next four weeks.	...to the crowdfunding project in a week.
	WC4	...to charities or community service organizations in the next four weeks?	...to the crowdfunding project in a week?
Willingness to Share	WS	...share this carbon footprint reduction issue with others?	...share the charitable cause to help children in need?
Willingness to Participate	WP	...participate in reducing the carbon footprint promoted in the ad you've seen?	...participate in the charitable cause to help children in need?

Pilot Study

A pilot study was conducted to validate the effectiveness of the instrument and measurement items, prior to data collection for the main study. The pilot study also contributes to the development of more effective experimental stimuli and examines the manipulation of the cause-related crowdfunding campaign for the main study. A convenience sample of 121 participants in the USA was recruited from Amazon MTurk. They completed an online questionnaire for the pilot study in exchange for incentives.

The questionnaire included items to test the content of the stimuli and all measurement items for the variables in the proposed model. Participants were randomly assigned to one of four experimental campaigns (i.e., health cause with participative message, health cause with promotional message, art with participative message, or art with promotional message) that contained identical question items. Once they agreed to participate in the study, they were first asked to read the scenario developed describing a situation in which an individual had to decide her/his intention to participate in a cause-related crowdfunding project. They were asked to answer items to check the manipulations of the campaign message and social cause needs types after viewing the campaign. Next, they responded to measurement items to evaluate the variables. The questionnaire took about 10 minutes to complete on average. The data collection was completed in three days.

Both women (51.2%) and men (45.5%) participated in the pilot study. The participants' ages ranged from 18 to 60 and the majority of participants were Caucasian (77.7%). The pilot study was conducted to examine if participants were responding to all the questionnaire items in a consistent way.

Cronbach's alpha for each scale was also examined to assess the reliability and internal consistency. The test of reliability revealed that the overall Cronbach's alpha coefficients of all measures were highly reliable in an acceptable range: cause types, message types, perceived reward, personal distress, empathy, attitude toward the campaign, crowdfunding intention, willingness to share, and willingness to participate. Thus, all items were retained for the questionnaire in the main study. See the results of the Cronbach's alpha in Table 2 for a summary of measures.

Second Content Validity Testing

After the pilot study and the reliability assessment, a second content validity test of the measurement items was conducted to evaluate for clarity and adequacy by the researcher group. There were no problems regarding wording or issues for understanding the question items. Thus, there were no changes made to the questionnaire.

Table 2.

Summary of Measures

Construct	Item	Scale	Initial α	Cronbach's α	Reference
Cause Needs (Primary vs. secondary)	CN1: The cause related to a problem that involves the most basic human needs, that is, basic physical requirements. CN2: The cause related to a problem that involves social or cultural life enhancement or development, that is, not related to basic human needs.	7-point Likert-types scale (1 = <i>strongly disagree</i> , 7 = <i>strongly agree</i>)	.75	N/A	Vanhamme et al. (2012)
Social Cause Message	SC: The campaign message encouraged me to participate in a social cause to help children in need.	7-point Likert-types scale (1 = <i>strongly disagree</i> , 7 = <i>strongly agree</i>)	.72	N/A	Kim, Cheong, & Lim (2015)
Perceived Reward	PR1: I expect to receive rewards for crowdfunding. PR2: I perceive this situation as an opportunity to gain a material reward. PR3: I perceive this situation as an opportunity to gain a social reward. PR4: I perceive this situation as an opportunity to gain a self-reward.	7-point Likert-types scale (1 = <i>not at all</i> , 7 = <i>very much</i>)	N/A	.81	Batson (1987)
Personal Distress	The campaign makes me feel... PD1: Alarmed PD2: Grieved PD3: Troubled PD4: Distressed PD5: Upset PD6: Disturbed PD7: Perturbed PD8: worried	7-point Likert-types scale (1 = <i>not at all</i> , 7 = <i>very much</i>)	N/A	.93	Batson, Early, & Salvarani (1997)
Empathy	The campaign makes me feel...	7-point Likert-types scale (1	N/A	.84	Batson, Early, &

	EM1: Sympathetic EM2: Compassionate EM3: Softhearted EM4: Tender EM5: Moved	= <i>not at all</i> , 7 = <i>very much</i>)				Salvarani (1997)
Attitude toward campaign	Please indicate the extent to which you think the crowdfunding campaign is: AT1: pleasant - unpleasant AT2: useful - useless AT3: satisfying - unsatisfying AT4: favorable - unfavorable AT5: positive - negative AT6: considerate - inconsiderate AT7: worthwhile - pointless AT8: good - bad	7-point semantic differential scales	N/A	.97		Smith & McSweeney (2007)
Crowdfundi ng Intention	WC1: I will donate money to the crowdfunding project in a week. WC2: I am willing to contribute money to the crowdfunding project in a week. WC3: I would like to donate money to the crowdfunding project in a week. WC4: How likely do you think it is that you will donate money to the crowdfunding project in a week?	7-point Likert- types scale (1 = <i>no definitely not</i> , 7 = <i>yes definitely</i>) 7-point Likert- types scale (1 = <i>not at all</i> , 7 = <i>very much</i>) 7-point Likert- types scale (1 = <i>very unlikely</i> , 7 = <i>very likely</i>).	.85	.96		Smith & McSweeney (2007)
Willingness to Share the information	WS: How likely would you be to share the charitable cause to help children in need?	7-point Likert- types scale (1 = <i>very unlikely</i> , 7 = <i>very likely</i>)	N/A	.97		Kim, Cheong, & Lim (2015)
Willingness to Participate in the social campaign	WP: How likely would you be to participate in the charitable cause to help children in need?	7-point Likert- types scale (1 = <i>very unlikely</i> , 7 = <i>very likely</i>)	N/A	.93		Kim, Cheong, & Lim (2015)

Sampling

According to American Dream Composite Index in 2012, individuals ages 24-35 are more likely to participate in crowdfunding campaigns while individuals over 45 are significantly less likely to participate in crowdfunding campaigns in the U.S., and reveals that men are more likely to crowdfund than women (Crowdfunding Statistics, 2017). Therefore, the population for this study were individuals who are older than 18 years old.

Data Collection and Procedure

A total of 325 participants was recruited through Amazon Mechanical Turk in exchange for monetary incentives. 318 responses were used for data analysis after eliminating 7 responses from straight liners (i.e., respondents who give the same response to every item) and speeders (i.e., respondents who completed the questionnaire in an unrealistically shorter than average amount of time). An online questionnaire link was shown to the Amazon Mechanical Turk workers who met predefined criteria (e.g., age). When workers accessed the website, they found a list of tasks sortable according to various criteria, including size of the reward and maximum time allotted for the completion. They read a brief description of the study and saw previews of the tasks. After consenting to participate, they began the survey.

An online experiment was conducted to test the proposed model to facilitate a similar decision-making environment since crowdfunding occurs on the online platforms such as Kickstarter. Participants were randomly assigned to respond to one of four cause-related campaign conditions (i.e., health cause with participative message, health cause with promotional message, art with participative message, or art with promotional message). A crowdfunding campaign including images and descriptions of a functional

travel jacket project was shown to participants on the linked web site. Participants were asked to imagine themselves in a scenario in which they were about to decide to invest in the project on the crowdfunding website. After viewing the web image of the cause-related crowdfunding campaign, participants were asked to complete the online questionnaire, which includes questions regarding their previous crowdfunding experience, manipulation check items for cause needs and message, prosocial motives (i.e., perceived rewards, personal distress, empathy), behavioral responses (attitude toward the campaign, crowdfunding intention, willingness to share, willingness to participate), and demographic information.

Data Analysis

In this study, Multivariate Analyses of Variance (MANOVA) and Analysis of Variance (ANOVA) were performed to test the hypotheses in the proposed model. A statistical software package, R was used to analyze collected data. Using R, frequencies and descriptive analyses were conducted to analyze demographic characteristics of the sample. Reliability tests and correlation analyses also were conducted to test validity and reliability of the measures. Before testing the hypotheses, one-way Analyses of Variance (ANOVA) evaluated for the manipulation checks of the campaign cause types and the message types respectively. The primary hypotheses of the study were tested in two ways. First, the multivariate linear model for the MANOVA was built and then, the MANOVA assessed (1) the main effect of cause types (primary vs. secondary needs) on three prosocial motives (i.e., perceived rewards, personal distress, empathy) and four crowdfunding behavioral response variables (i.e., attitude, crowdfunding intention, willingness to share, and willingness to participate), (2) the main effect of message types

(participative vs. promotional) on prosocial motives and behavioral responses, and (3) the interaction effect of cause types and message types on prosocial motives and behavioral responses. A multiple regression analysis also assessed the mediating effects of prosocial motives on the relationship between cause and message conditions and behavioral responses.

Second, two-way ANOVAs for each dependable variable was conducted to compare the levels of two factors (i.e., cause types and message types) on each crowdfunding behavioral response as well as each prosocial motive.

CHAPTER IV

RESULTS

This chapter presents a description of the participants' characteristics and the results of preliminary data analysis, manipulation checks, and the primary data analysis for hypotheses testing.

Participants' Characteristics

The collected sample resulted in 318 respondents. One hundred and sixty-nine were women (53.3%) and one hundred and forty-three were men (45.1%). The age of more than half of the participants (81.3%) was between 18 and 44 years old which represents the major age group of people who participate in crowdfunding (Crowdfunding Statistics, 2017). The majority of participants were Caucasian (71%), followed by Asian (10.4%) and African American (8.2%). Most participants were single (45.7%) and married (45.1%). Most of the participants indicated participation in higher education by completing either some college (28.4%), a four-year college degree (46.7%), or postgraduate degree (14.5%). The participants' household income levels were: 28.7% of the participants had incomes between \$25,001 - \$49,999, followed by household incomes between \$50,000 - \$74,999 (24.6%). Additional details of the participants' demographic characteristics are provided in Table 3.

Table 3.

Participants' Demographic Characteristics (n = 318)

Characteristics	Description	Frequency	Percentage (%)
Gender	Women	169	53.3
	Men	143	45.1
	Prefer not to answer	5	1.6
Age	18 – 24	47	14.8
	25 – 34	144	45.4
	35 – 44	67	21.1
	45 or Older	57	18.0
Ethnicity	Caucasian	225	71.0
	African American	26	8.2
	Asian	33	10.4
	Hispanic	20	6.3
	Mixed	8	2.5
	Prefer not to answer	3	1.0
Marital Status	Single	145	45.7
	Married	143	45.1
	Widowed	6	1.9
	Divorced	21	6.6
Education Level	Some high school	3	1.0
	High school graduate	28	8.8
	Some college	90	28.4
	College graduate	148	46.7
	Postgraduate	46	14.5
Household Income	Under \$25,000	61	19.2
	\$25,001 - \$49,999	91	28.7
	\$50,000 - \$74,999	78	24.6
	\$75,000 - \$99,999	47	14.8
	\$100,000 and over	38	12.0
Religion	Buddhism	5	1.6
	Catholic	69	21.8
	Jewish	14	4.4
	Muslim	4	1.3
	Protestant	74	23.3
	Other	126	39.7
	Prefer not to answer	23	7.3

Manipulation Checks

Before testing the hypotheses, manipulation checks were performed. For the between-subjects 2×2 experiment, the cause types (primary vs. secondary needs) and the message types were manipulated. Participants were randomly assigned to one of the four crowdfunding campaigns: (1) primary (health) cause with participative message, (2) secondary (art) cause with participative message, (3) primary (health) cause with promotional message, and (4) secondary (art) cause with promotional message.

Regarding the cause types based on the human needs whether they were primary needs or secondary needs, a health cause was used to represent the primary human cause needs and an art cause was used to represent the secondary human needs. In the health cause-related campaign condition, free vaccination and free health care are provided to the manufacturers' children in Cambodia. In the art cause-related campaign condition, free art lessons and free art suppliers are provided to those children in need.

On one hand, participants rated the following item to check the manipulation of health for the primary cause type: "The cause related to a problem that involves the most basic human needs, that is, basic physical requirements (Vanhamme et al., 2012)."

Respondents who viewed the health cause-related campaign and read the scenario about the health cause ($M_{health} = 5.50$; $SD = 1.25$) perceived a more primary need than did respondents who viewed the art cause-related campaign and read the scenario about the art cause ($M_{art} = 4.13$; $SD = 1.83$). The ANOVA mean difference on the question item was statistically significant ($F(1, 316) = 61.48$, $p < .001$). In addition, the Cohen's d effect size for the mean difference indicated that it had the large effect of 0.88 standard deviations. Cohen's d is used to tell the standardized mean difference of an effect

between two groups of independent observations and an effect size estimate implies the confidence interval. In general, the accepted minimum level of power is 0.80 (Cohen, 1988).

Thus, the manipulation of the health cause as a primary need was successful. On the other hand, participants responded to the other item to check the manipulation of art cause for the secondary cause need: “the cause related to a problem that involves social or cultural life enhancement or development, that is, not related to basic human needs.” Respondents who view the art cause-related campaign and read the scenario about the art cause ($M_{art} = 4.91$; $SD = 1.69$) perceived a more secondary need than did respondents who viewed the health cause-related campaign and read the scenario about the health cause ($M_{health} = 3.70$; $SD = 1.70$). The difference between the means on the question item was statistically significant ($F(1, 316) = 38.57, p < .001$). In addition, the Cohen’s d effect size for the mean difference indicated that it had a medium to large effect of 0.70 standard deviations. Thus, the manipulations of social cause types were successful.

Another independent variable was the message types of social causes whether it was participative or promotional. For the participative message types, the message statements encouraged the audience to participate in the social cause-related crowdfunding campaign by using the sentences: “Will you join us?” and “You will participate in our cause...” as well as using the second person wording such as “you”. For the promotional message types, the message was manipulated to promote the company’s effort towards the social cause by using the statements: “The company, MAX will help...” as well as using the third wording with the fictitious company name, “MAX”, not mentioning the word, “you”. Participants were asked to respond to the following item

to check manipulation: “The campaign message encouraged me to participate in a social cause to help children in need (Kim et al., 2015).”

The manipulation check of the message types as another independent variable revealed that participants who were exposed to the participative message ($M_{participative} = 5.48$; $SD = 1.26$) responded higher than the respondents who were exposed to the promotional message ($M_{promotional} = 5.18$; $SD = 1.36$) in the cause-related crowdfunding campaign. The mean difference was statistically significant ($F(1, 316) = 4.48$, $p < .05$). In addition, the Cohen’s d effect size for the mean difference was a small, but meaningful effect size of 0.24 standard deviations. Therefore, all manipulations for both the message types and the cause types were successful.

Preliminary Data Analysis (Assumption Testing)

The typical assumptions were checked in order to use MANOVAs and ANOVAs to test the hypotheses. The assumption tests included testing assumptions of multivariate normality, homogeneity of variance, and homogeneity of covariance. In MANOVA it is assumed that the collective dependent variables are normally distributed within groups whereas in ANOVA it is assumed that the dependent variable has normality within groups (Tabachnick & Fidell, 2013).

For the test of the assumption of multivariate normality, multivariate outliers were removed from the data set after testing for all the multivariate outlier cases, using the R statistics software package. Tabachnick & Fidell (2013) recommend setting the critical chi-square value to $p\text{-value} < .001$, where degree of freedom equals number of dependent variables ($df = 3$) because the Mahalanobis Distance Test that is used to determine

multivariate outliers is overly sensitive to small departures from multivariate normality. Thus, the critical chi-square value was 16.27 to test the multivariate normality. The multivariate outliers were identified by the Mahalanobis Distance Test for each group. In the art cause-participative message group, the largest Mahalanobis Distance was not greater than 16.27, so there was no evidence of multivariate outliers in the group. In the art cause-promotional message group, seven cases had a Mahalanobis Distance greater than 16.27. After all the seven cases were excluded from the data set for the MANOVA at one time, none of the remaining cases have a Mahalanobis Distance greater than the critical chi-square value, 16.27. In health cause-participative message group, three cases have a Mahalanobis Distance greater than 16.27, so those cases were excluded from the data frame and the MANOVA. In the health cause-promotional message group, seven cases have a Mahalanobis Distance greater than the critical chi-square value, so all the cases were excluded from the data set for the MANOVA. Overall, there were no remaining cases that had a distance greater than 16.27. The total number in the sample was 292 after excluding the cases greater than the critical chi-square value point and omitting cases with missing values. Table 5 shows the normality of primary data and the descriptive statistics including means, standard deviations, skewness, and kurtosis for each dependent variable. The univariate and multivariate normality in Q-Q plots were reviewed for each condition group.

Next, a test of assumptions of homogeneity of variances and covariances was conducted for all dependent variables in each group with a Levene's test and a Covariance M Test. The homogeneity of variances assumes that the variances in each condition group for each dependent variable are equal. The homogeneity of covariance

assumes that the homogeneity of variance in each group is true for each dependent variable and the correlation between dependent variables is the same in all groups. In this study, Levene's test (Levene, 1960) was used to assess the homogeneity of variance across four condition groups of the independent variables: (1) cause types (i.e., health as primary needs vs. art as secondary needs) and (2) message types (i.e., participative vs. promotional). The Levene's test indicated that there was no extreme violation of homogeneity of variance across four condition groups for any of the three dependent variables. In addition, the sample sizes are larger than 20 for all groups, so the homogeneity of variances and covariances should not be an issue for the MANOVA according to Tabachnick and Fidell (2013). In addition, the cases that were indicated as bivariate outliers were excluded and there was no evidence of extreme skewness or violations of homogeneity of variance for any group on any variable. Thus, all assumptions were satisfied and were not violated. Thus, MANOVA was proceeded to conduct for the primary data analysis.

However, a test of multicollinearity among dependent variables indicated that the two dependent variables, willingness to share (WS) and willingness to participate (WP) were highly correlated according to the result of the Pearson correlation ($r(309)=0.77, p < .001$). This led to combining the WS and WP variables by creating a new dependable variable, Willingness to Share and Participate (WSP) that was the average of the two item scores.

The inter-item reliabilities of measures were also assessed for the primary data using Cronbach's alpha. The test of reliability showed Cronbach's alpha coefficients of

all measures were in an acceptable range. The alpha values for reliabilities of final measures are shown in Table 4.

Table 4.

Reliabilities of Final Measures

Construct		Number of Items	Cronbach's Alpha Coefficients
Prosocial Motives	Perceived Reward (egoistic)	4	0.81
	Personal Distress (egoistic)	8	0.95
	Empathy (altruistic)	5	0.95
Behavioral Responses	Attitude toward Campaign	8	0.96
	Willingness to Participate/Share	2	0.96
	Crowdfunding Intention	4	0.87

Table 5.

Correlation Matrix of Variables

DVs	1	2	3
1. Attitude	1.00		
2. Participate/Share	.65***	1.00	
3. Crowdfunding Intention	.43***	.66***	1.00

Table 6.

Descriptive Statistics and Normality of Primary Data

Construct	Group	N	Mean	SD	Skewness	Kurtosis
Perceived Reward	Health cause & participative message	79	3.77	1.41	0.08	-0.29
	Health cause & promotional message	65	3.73	1.33	-0.15	-0.64
	Art cause & participative message	78	3.60	1.45	0.07	-0.59
	Art cause & promotional message	70	4.10	1.11	-0.56	0.30
Personal Distress	Health cause & participative message	79	2.68	1.48	0.58	-0.86
	Health cause & promotional message	65	2.41	1.38	0.79	-0.19
	Art cause & participative message	78	1.95	1.24	1.44	1.42
	Art cause & promotional message	70	2.70	1.47	0.31	-1.09
Empathy	Health cause & participative message	79	4.37	1.54	-0.20	-0.88
	Health cause & promotional message	65	4.17	1.62	0.10	-0.90
	Art cause & participative message	78	4.23	1.52	-0.15	-0.93
	Art cause & promotional message	70	4.01	1.72	-0.12	-0.92
Attitude toward Campaign	Health cause & participative message	79	5.41	1.24	-0.69	-0.40

	Health cause & promotional message	65	5.38	1.07	-0.55	-0.47
	Art cause & participative message	78	5.21	1.39	-0.97	0.75
	Art cause & promotional message	70	4.80	1.61	-0.53	-0.32
Willingness to Share/ Participate	Health cause & participative message	79	4.64	1.54	-0.60	-0.34
	Health cause & promotional message	65	5.38	1.07	-0.75	0.05
	Art cause & participative message	78	4.63	1.57	-0.78	-0.20
	Art cause & promotional message	70	4.34	1.54	-0.83	-0.11
	Health cause & participative message	79	3.59	1.72	0.04	-0.93
Crowdfunding Intention	Health cause & promotional message	65	3.75	1.72	-0.23	-1.12
	Art cause & participative message	78	3.44	1.57	-0.07	-1.03
	Art cause & promotional message	70	3.21	1.63	0.05	-1.42

Hypotheses Testing

Following the manipulation checks and assumption tests, the hypotheses were tested.

MANOVA models were built to conduct the MANOVA analyses for the three dependent variables (i.e., attitude toward the crowdfunding campaign, willingness to participate and share, and crowdfunding intention).

First, a set of contrasts for condition was defined because the condition variables were between-subjects 2 x 2 factors. There were four condition groups (see Table 7): (1) Health-Participative ($n = 79$), (2) Health-Promotional ($n = 65$), (3) Art-Participative ($n = 78$), and (4) Art-Promotional ($n = 70$). This resulted in an unbalanced design with the different groups are not the same size. Thus, the MANOVA and all ANOVA analyses were conducted using Types III sum of squares for the MANOVA and ANOVA analyses. After setting orthogonal contrasts for all predictor variables (i.e., social cause types and message types), the main multivariate linear model for the MANOVA was built and then, the MANOVA analysis was conducted to test the effects of cause types and message types on prosocial motives and behavioral responses.

Tests Using Multivariate Analysis of Variance (MANOVA)

MANOVA model 1 was built to test the effects of social cause types (i.e., health as primary needs vs. art as secondary needs) and message types (i.e., participative message vs. promotional message) on the combined prosocial motives (i.e., perceived reward, personal distress, and empathy) as a dependent variable. There was no main effect of social cause type on the combined prosocial motives. There was a trend toward significance for the effect of message types on prosocial motives (Pillai's trace = .02, $F(3,$

283) = 2.13, $p = .096$), but it did not meet the conventional level of statistical significance ($p < .05$). These results indicate that there was no difference in prosocial motives between the four condition groups.

However, the interaction effect of social cause and message types on prosocial motives was statistically significant, Pillai's trace = .04, $F(3, 283) = 4.12$, $p = .007$. The interaction plot in *Figure 8* revealed that there was a small effect size of social cause types for the participative message group ($SD = 0.35$), but the difference was statistically significant ($F = 4.38$, $p = .03$). There was a small effect size of social cause for the promotional group ($SD = .13$), and the mean difference was not statistically significant ($F = .66$, $p = .42$). There was an effect of social cause for the participative group, but not for the promotional group that explains the nature of the two-way interaction. In other words, it indicates that the effect of health cause (i.e., primary cause) on prosocial motives was stronger than that of art cause (i.e., secondary cause) when individuals were exposed to a participative message than to a promotional message. Thus, Hypothesis 6 was supported.

MANOVA model 2 was built to test the effects of social cause type and message type on the combined crowdfunding attitudinal and behavioral intention variables. The result revealed that the main effect of social cause types was statistically significant, Pillai's trace = .03, $F(3, 283) = 3.24$, $p = .02$. There was no main effect of message types on crowdfunding behavior and no interaction effect of cause types and message types on crowdfunding behavior.

MANOVA model 3 was built to test the effects of social cause type and message type on the integrated prosocial motives as mediators and the combined crowdfunding behavior as a dependent variable. The result of the MANOVA using Pillai's trace

indicated that there was a significant effect of social cause types on the combined crowdfunding behavioral variables (i.e., attitude toward the cause-related campaign, willingness to share/participate, and crowdfunding intention), Pillai's Trace = 0.09, $F(3, 283) = 4.43$, $p = .005$. This means that there was a significant difference in behavioral intention between the health cause type as a primary cause need and the art cause type as a secondary cause need. Thus, Hypothesis 1 was supported. On the other hand, there was no significant main effect of message types (i.e., participative vs. promotional) on the behavioral responses in the online crowdfunding context. Thus, Hypothesis 2 was not supported.

In addition, mediating effects of prosocial motives (i.e., perceived reward, personal distress, and empathy) on the relationship between the cause types and the three behavioral variables were all statistically significant: (1) perceived reward: Pillai's Trace = 0.09, $F(3, 283) = 9.25$, $p < .001$, (2) personal distress: Pillai's Trace = 0.16, $F(3, 283) = 17.86$, $p < .001$, (3) empathy: Pillai's Trace = 0.36, $F(3, 283) = 52.38$, $p < .001$. Thus, Hypotheses 3, 4, and 5 were all supported.

However, there was no interaction effect of social cause and message types on crowdfunding behavior. The different cause types did not affect crowdfunding behavior in different message types. Thus, Hypothesis 7 was not supported.

Overall, the results of the MANOVA analyses indicate that the main effect of social cause types, the mediating effects of prosocial motives, and the interaction effect of case and message types on prosocial motives were statistically supported. Table 8 provides the statistics of the multivariate tests.

There was a reliable effect of social cause types for at least one of the dependent variables. However, this does not mean that there will be a main effect of social cause types for all three dependent variables that are behavioral responses. Likewise, there were reliable effects of prosocial motives (i.e., perceived reward as an egoistic motive, personal distress as another egoistic motive, and empathy as an altruistic motive). This also does not imply that all the prosocial motives will be statistically significant for all four of the dependent variables. Therefore, two-way ANOVA analyses were conducted for univariate ANOVAs for each dependent variable in the next stage.

Tests Using Analysis of Variance (ANOVA)

Attitude as dependent variable. ANOVAs using types III sum of squares tests revealed that there was a significant main effect of the social cause types on the attitude toward the cause-related crowdfunding campaign, $F(1, 285) = 9.03, p = .003$. Thus, H1a was supported. However, the effect of the message types on the attitude toward the campaign was not statistically significant ($F(1, 285) = 0.263, p = .61$); H2a was not supported.

In addition, there were mediating effects of personal distress ($F(1, 285) = 38.09, p < .001$) and empathy ($F(1, 285) = 139.23, p < .001$) among three prosocial motives on the relationship between the social cause/message types and the attitude toward the cause-related crowdfunding campaign. Thus, H4a and H5a were supported. However, the mediating effect of perceived reward was not statistically significant ($F(1, 285) = 2.06, p = .15$). Thus, H3a was not supported. There was non-significant interaction effect of

social cause type and message type on the attitude toward the cause-related campaign; H7a was not supported.

Crowdfunding intention as dependent variable. For another dependent variable, crowdfunding intention, the main effect of social cause types had a slight trend toward significance ($F(1, 285) = 3.00, p = .08$), but it did not achieve the conventional level of statistical significance ($p < .05$). The main effect of message types was not statistically significant, $F(1, 285) = 0.08, p = .78$. Thus, H1b and H1b were not supported.

On the one hand, there were mediating effects of perceived reward ($F(1, 285) = 27.31, p < .001$) and empathy ($F(1, 285) = 53.59, p < .001$) among the three prosocial motives on the relationship between the social cause/message types and the crowdfunding intention. Thus, both H3b and H5b were statistically supported. On the other hand, the mediating effect of personal distress was not statistically significant ($F(1, 285) = 2.57, p = .11$). Thus, H4b was not supported.

In addition, the interaction effect between social cause types and message types on the crowdfunding intention showed at the edge of statistical significance ($F(1, 285) = 3.70, p = .055$) (See *Figure 13*). Thus, H7b was supported.

Willingness to share/participate as dependent variable. For the other dependent variable, willingness to participate in the cause and share information with others, the main effects of both social cause types and message types were not statistically significant. Thus, H1c and H2c were not supported.

However, there were mediating effects of perceived reward ($F(1, 285) = 5.37, p = .02$) and empathy ($F(1, 285) = 88.65, p < .001$) among three prosocial motives. Thus,

both H3c and H5c were supported. The mediating effect of personal distress was not statistically significant. Thus, H4c was not supported.

There was non-significant interaction effect of social cause type and message type on willingness to participate and share information with others; H7c was not supported.

Each prosocial motive as dependent variable. The results of univariate ANOVAs on the effects of social cause and message types on each prosocial motive variable (i.e., perceived reward, personal distress, empathy) revealed that there was no main effect of social cause on all prosocial motives and no main effect of message types on all prosocial motives. That means that there was no group difference of prosocial motives toward social cause types and message types in the cause-related crowdfunding campaign.

However, there was a significant interaction effect of social cause and message types on personal distress ($F(1, 288) = 9.74, p = .002$) among prosocial motives. Thus, H6b was statistically supported. The interaction effect of cause and message on perceived reward showed a slight trend toward significance ($F(1, 288) = 3.06, p = .08$), but it did not satisfy the acceptable level of statistical significance ($p < .05$). The interaction effect of empathy was not statically significant. Thus, H6a and H6c were not supported.

In summary, the results from the separate univariate ANOVAs on the outcome variables indicated that the model differs for each of the three behavioral variables (See Table 9). The ANOVA on attitude toward the cause-related crowdfunding campaign revealed a significant treatment effect of social cause types and mediating effects of only personal distress and empathy. The ANOVA on crowdfunding intention indicated that there were mediating effects of only perceived reward and empathy, but there were no

significant treatment effects of social cause type and message type. The ANOVA on willingness to participate and share also indicated that there were mediating effects of only perceived reward and empathy, but there were no significant treatment effects of social cause type and message type. Table 11 provides a summary of the results of hypotheses testing.

In addition, multiple regression analyses were also conducted for each dependent variable to see the change in each predictor variable that was associated with a one-unit change in each predictor, controlling for the variance due to the other predictor variable. Table 10 presents the results of the multiple regression analyses for each variable. R^2 for the regression model for attitude toward the campaign was .38. Standardized regression coefficients of social cause ($\beta = -.19, p < .05$), personal distress ($\beta = -.03, p < .001$), and empathy ($\beta = .49, p < .001$) on the attitude were significant. R^2 for the regression model for willingness to participate/share was .27. Standardized regression coefficients of perceived reward ($\beta = .14, p < .01$) and empathy ($\beta = .47, p < .001$) indicated that only perceive reward and empathy had an influence on willingness to participate in the cause and share cause information with others. Lastly, R^2 for the regression model for crowdfunding intention was .28. Standardized regression coefficients of perceived reward ($\beta = .33, p < .001$) and empathy ($\beta = .40, p < .001$) indicated that only perceive reward and empathy had influences on crowdfunding intention, like the model for willingness participate/share.

Table 7.

Sample Sizes of Four Condition Groups

	Health (primary cause needs)	Art (secondary cause needs)
Participative message	79	78
Promotional message	65	70

Table 8.

Multivariate Tests of Effects of the Social Cause Types and Message Types

Effects	Model 1: Prosocial Motives			Model 2: Crowdfunding Behavior			Model 3: Crowdfunding Behavior with Prosocial Motives		
	Pillai's trace	<i>F</i>	<i>p</i>	Pillai's trace	<i>F</i>	<i>p</i>	Pillai's trace	<i>F</i>	<i>p</i>
Cause (Health:Art)	.01	.97	.40	.03	3.24	.02*	.09	4.43	.005**
Message (Participative: Promotional)	.02	2.13	.096	.01	.75	.52	.00	.11	.96
Cause × Message	.04	4.12	.007**	.01	.64	.59	.01	1.24	.29
Perceived Reward	—	—	—	—	—	—	.09	9.25	.00***
Personal Distress	—	—	—	—	—	—	.16	17.86	.00***
Empathy	—	—	—	—	—	—	.35	52.38	.00***

Notes: *** $p < .001$; ** $p < .01$; * $p < .05$

Table 9.

Univariate Effects of the Social Cause and Message on Prosocial Motives and Crowdfunding Behavior in Model 3

Effects	DV's	Attitude toward		Participate/		Crowdfunding	
		Campaign		Share		Intention	
		<i>F</i>	<i>p</i>	<i>F</i>	<i>p</i>	<i>F</i>	<i>p</i>
Cause		9.03	.002**	.34	.56	3.00	.08
(Health: Art)							
Message		.26	.61	.24	.62	.08	.78
(Participative: Promotional)							
Cause × Message		.19	.66	.83	.36	3.70	.055
Perceived Reward		2.06	.15	5.37	.02*	27.31	.00***
Personal Distress		38.09	.00***	.41	.52	2.57	.11
Empathy		139.23	.00***	88.65	.00***	53.59	.00***

Notes: *** $p < .001$; ** $p < .01$; * $p < .05$

Table 10.

Results of Multiple Regression Analyses on Each Dependent Variable

		Standardized Regression Coefficients		
IVs	DVs	Attitude toward Campaign	Participate/ Share	Crowdfunding Intention
Perceived Reward		.07	.14*	.33***
Personal Distress		-.03***	-.04	.10
Empathy		.49***	.47***	.40***
Cause		-.19**	1.05	-.15
Message		.03	.04	.02
Cause × Message		.03	.07	.16
<i>R</i> ²		.38	.27	.28
Adjusted <i>R</i> ²		.37	.26	.27
<i>F</i>		29.09*** (6, 285)	17.62*** (6, 285)	18.55** (6, 285)

Notes: *** $p < .001$; ** $p < .01$; * $p < .05$



Figure 8. Interaction Effect of Social Cause Type and Message Type on Prosocial Motives

Table 11.

Summary of Hypotheses Testing

Hypotheses		Results	
Effect of Cause Types on Crowdfunding Behavior	H1: Individuals exposed to a primary cause will have higher crowdfunding behavioral responses than individuals exposed to a secondary cause in the cause-related crowdfunding campaign. Specifically, the effect of social cause on the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information and participate in the cause-related campaign (c).	H1	Supported
		1a	Supported
		1b	Not supported
		1c	Not supported
Effect of Message Types on Crowdfunding Behavior	H2: Individuals exposed to a participative message will have higher crowdfunding behavioral responses than individuals exposed to a promotional message in the cause-related campaign. Specifically, the effect of message types on the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information and participate (c).	H2	Not supported
		2a	Not supported
		2b	Not supported
		2c	Not supported
Mediating Effect of Prosocial Motives on Relationship between Cause/Message Types and Crowdfunding Behavior	H3: Perceived reward (egoistic motive) will mediate the effect of social cause and message types on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share and participate in the cause-related campaign (c).	H3	Supported
		3a	Not supported
		3b	Supported
		3c	Supported
	H4: Personal distress (egoistic motive) mediate the effect of social cause and message types on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information (c), and willingness to participate in the cause-related campaign (d).	H4	Supported
		4a	Supported
		4b	Not supported
		4c	Not supported

	H5: Empathy (altruistic motive) will mediate the effect of social cause and message types on crowdfunding behavior, specifically, the attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share and participate in the cause-related campaign (c).	H5	Supported
		5a	Supported
		5b	Supported
		5c	Supported
Interaction Effect of Cause and Message Types on Prosocial Motives	H6: There will be an interaction effect of social cause and message types on prosocial motives. Specifically, the effect of cause types on perceived reward(a), personal distress(b), and empathy(c) will be stronger when individuals are exposed to a participative message than to a promotional message.	H6	Supported
		6a	Not supported
		6b	Supported
		6c	Not supported
Interaction Effect of Cause and Message Types on Crowdfunding Behavior	H7: There will be an interaction effect of cause and message types on crowdfunding behavior. Specifically, the effect of cause types on attitude toward the cause-related crowdfunding campaign (a), crowdfunding intention (b), willingness to share information and willingness to participate in the cause-related campaign (c) will be stronger when individuals are exposed to a participative message than those exposed to a promotional message.	H7	Not supported
		7a	Not supported
		7b	Not supported
		7c	Not supported

CHAPTER V

DISCUSSION AND IMPLICATIONS

First, this chapter provides a discussion of the results, followed by theoretical implications and practical implications for marketers and crowdfunding creators. Lastly, limitations of the study and suggestions for future research are addressed.

Discussion of Results

This study aims to investigate the influences of social cause types and message types on funders' prosocial motives and their crowdfunding behavioral responses in the context of crowdfunding associated with social causes. Based on Batson's (1997) path model of altruistic and egoistic motives for helping, a comprehensive model for this study was developed and proposed to test the interrelationship among social cause and message types, prosocial motives, and crowdfunding behavior. From the self-referencing perspective, the participative message types were tested by using the second person words (e.g., "you") and by encouraging audiences to participate in the cause (e.g., "you will participate in the cause...") whereas the promotional message type was used with the third person words (e.g., "The company will help..."). Another treatment condition, the social cause types was tested based on the importance of the cause whether it is a primary need or secondary need.

Specifically, the objectives of this study were to test: (1) the effects of social cause type and message type on crowdfunding behavior, (2) the mediating effect of prosocial motives on relationship between cause/message types and crowdfunding behavior, and (3) the interaction effects of cause and message types on prosocial motives and crowdfunding behavior.

Effects of Social Cause and Message on Crowdfunding Behavior

The result of the multivariate analysis of variance (MANOVA) indicated that there was a significant main effect of social cause types on the combined crowdfunding behavior (i.e., attitude toward the cause-related campaign, willingness to participate and share information with others, crowdfunding intention). Thus, Hypothesis 1 was statistically supported.

As H1 predicted, respondents exposed to a primary cause had higher crowdfunding behavioral responses than those exposed to a secondary cause in the cause-related crowdfunding campaign. This is consistent with prior findings that revealed more positive or stronger responses to primary causes relative to secondary causes in charitable behavior (e.g., Vamhamme et al., 2012; Berger et al., 1999; Cornwell & Coote, 2005; Demetriou et al., 2010).

The result of this study also demonstrates individuals evaluate the health cause as a primary need more positively than the art cause as a secondary need in the cause-related crowdfunding campaign. Specifically, the result reflects that individuals tend to respond to the primary needs of social causes more than the secondary needs of social causes. Also, it implies that individuals identify different levels of social causes when they are involved in the crowdfunding decision-making associated with social causes. In addition, they perceive the importance of the cause in terms of whether it is related to a life-saving such as health or to life-enhancing such as education or arts. Thus, the finding of this study extends prior research by determining the effect of social cause types on crowdfunding behavior in the relatively new context of online crowdfunding.

The results of the univariate analysis of variance (ANOVA) for each crowdfunding behavioral response clarify the results of the MANOVA. For attitude toward the cause-related campaign as a behavioral variable, the result was consistent with the MANOVA result for the combined behavioral outcomes. Thus, as H1a predicted, respondents exposed to a primary cause (health) had higher attitude toward the cause-related campaign than those exposed to a secondary cause (art education) in the cause-related campaign. This result explains that individuals perceive and evaluate the primary causes more importantly than the secondary causes when they process the cause information in the cause-related crowdfunding campaign before they make their crowdfunding decisions. In psychology research on attitudes and behavior, attitudes influence human behavior and human social behavior can be understood by attitudes (Ajzen & Fishbein, 1980). Thus, the attitude toward the cause-related crowdfunding campaign can influence crowdfunding behavior and it can be the key to understand the cause-related crowdfunding decision-making.

The result of the ANOVA for another behavioral variable, crowdfunding intention, demonstrated that the effect of social cause types on crowdfunding intention showed a slight trend to significance ($F(1, 288) = 3.00, p = .08$), but did not meet the conventional level of statistical significance ($p < .05$) and H1b was not supported. The mean value of the health group for primary cause needs ($M = 3.67$) was slightly higher than that of the art group for secondary cause needs ($M = 3.33$). The result of the ANOVA for the other behavioral variable, willingness to participate in the cause-related campaign and share the cause information with others, were not supported, in contrast to the results of the combined behavioral responses and attitude. This explains that there

was no difference on the willingness to participate and share between individuals exposed to the health cause and individuals exposed to the art cause in the crowdfunding campaign.

Regarding message types of the social cause used for the crowdfunding campaign, the result from the testing of H2 and H2a-c indicated that there were no effects of message types on the combined crowdfunding behavioral intention variables (i.e., attitude, participate/share, crowdfunding intention) and each behavioral intention response. This explains that there is no difference in crowdfunding behavioral responses between individuals who were exposed to a participative message and those who were exposed to a promotional message in the cause-related crowdfunding campaign. The participative message was manipulated to encourage individuals to participate in the social cause in the crowdfunding campaign by relating the message with the second person wording (e.g., “you”) to their own experiences and self-relevant information, compared to the promotional message with the third person wording (e.g., “the company”) by presenting that the company initiates and handles the social cause. Despite the manipulation of different message types from the perspective of self-referencing, the result was not statistically supported. Thus, the manipulation of message types based on the level of self-reference in the experiment might be limited. The different types of social cause messages in the crowdfunding campaign as stimuli might not reflect adequately the psychological mechanism. Thus, more effective manipulation for the different types of message in the cause-related crowdfunding campaign should be done for a future study from the perspective of self-referencing.

Mediating Effects of Prosocial Motives

As H5, H6, and H7 predicted, the result of the MANOVA model 3 indicated that there was a significant mediating effect of all prosocial motives (i.e., perceived reward, personal distress, empathy). In other words, the prosocial motives for crowdfunding play a mediating role in the relationship between social cause/message types and crowdfunding behavioral intention, rather than a direct role. This suggests that individuals had both egoistic motives (i.e., perceived reward, personal distress) and altruistic motives (i.e., empathy) for cause-related crowdfunding. This result also demonstrated that the evoked prosocial motives by social causes and messages influenced the combined cause-related crowdfunding behavioral outcomes including attitude toward the campaign, willingness to participate in the cause and share information on the cause with others, and crowdfunding intention. This finding is consistent with the perspective of Batson (1987)'s path model of altruistic and egoistic motives for helping that presents the three different prosocial motives that suggest a helping behavior is motivated by egoistic motives for self-interest (e.g., rewards, personal distress), altruistic motives for others (e.g., empathy), or both motives simultaneously.

However, the result of the multiple regression tests for individual behavioral responses also revealed that the mediating effects of each prosocial motive for each behavioral outcome were different from the MANOVA test. Perceive reward as the egoistic motive mediates the effect of social cause type and message type only on crowdfunding intention and willingness to participate/share, not on attitude toward the cause-related campaign. Personal distress as the other egoistic motive mediates the effect of social cause type and message type only on attitude toward the cause-related

campaign, but not on crowdfunding intention and willingness to participate/share.

However, empathy as the altruistic motive mediates the effect of social cause type and message type on all three behavioral outcomes. Among three prosocial motives, empathy motivates all three-crowdfunding behaviors while perceived reward and personal reward motivate specific behavioral variables. This finding demonstrates that individuals feeling empathy respond to all the behavioral outcomes while individuals feeling personal distress or perceiving rewards (e.g., material reward of the products in the campaign upon crowdfunding) respond partially to behavioral outcomes in the cause-related crowdfunding campaign. Thus, this suggests that empathy is the most influential prosocial motive. It also found that different prosocial motives operate for specific attitudinal and behavioral outcomes.

Thus, the findings of the study suggest that different motivational mechanisms influence the relationship between the social cause/message types and helping behavior in the context of online crowdfunding. Moreover, it extends the identification and the understanding of the complex nature of prosocial motives for different objectives and functions in the process of cause-related crowdfunding decision-making.

Interaction Effects of Social Cause and Message

As H6 hypothesized, the interaction effect of social cause type and message type on all combined prosocial motives was statistically significant. This result indicated that the effect of social cause types on prosocial motives was stronger when individuals were exposed to a participative message than to a promotional message. Specifically,

respondents exposed to the health cause as a primary need had higher personal distress among three prosocial motives when they were exposed to the participative message. On the other hand, respondents exposed to the art cause as a secondary need had higher personal distress when they were exposed to the promotional message. This reflects that individuals evoked by the participative message tended to have higher personal distress for the cause-related crowdfunding by relating primary cause needs (children's medical care) more to their own experience than secondary cause needs (children's art education). In contrast, individuals exposed to the promotional message were more likely to consider the secondary cause needs to be handled by the company rather than themselves.

However, the result of the ANOVA test for each prosocial motive indicated that there was an interaction effect of social cause and message types on personal distress only, not on perceived reward or empathy. In other words, the effect of cause types on personal distress was stronger when respondents were exposed to a participative message than to a promotional message. According to prior literature (Batson & Coke, 1981; Batson, 1987; Batson & Shaw, 1991), individuals perceive other's need or unfortunate circumstance and they are aroused by negative or unpleasant feelings (e.g., distress, anxiety, and uneasiness). The aroused negative feeling such as personal distress evokes an egoistic motivation to reduce the arousal. Thus, the finding is consistent with the prior studies. It demonstrates that if individuals felt personal distress, they were more likely to help others to relieve their negative feelings evoked by the primary cause need (e.g., free vaccination and medical care for Cambodian children in need) when they were exposed to the participative message recalling their personal experiences or self-related memory.

Regarding another interaction effect of social cause/message types on crowdfunding behavioral outcomes, the interaction H7b was supported that there was a marginal interaction effect of social cause type and message type on crowdfunding intention in the ANOVA test, while Hypothesis 7 was not supported that the interaction effect of the combined crowdfunding behavioral responses in the MANOVA test. However, the results demonstrated that the effect of cause types on crowdfunding intention was stronger than when respondents were exposed to a promotional message than those exposed to a participative message in contrast to the result of interaction effect on prosocial motives. Specifically, individuals exposed to the health cause as a primary need had higher crowdfunding intention when they were exposed to a promotional message in the crowdfunding campaign whereas individuals' crowdfunding intention had no difference between the health cause and the art cause when they were exposed to a participative message.

Thus, the findings of this study suggest the value of different compositions of social cause types and message types for specific outcomes, thus developing effective and persuasive crowdfunding campaigns linked to social causes. It also provides insights for understanding of target audience's prosocial motives and crowdfunding intention for crowdfunding campaigns based on the combination of social cause and message attributes to communicate effectively.

Figure 14 shows the modified model based on the results.

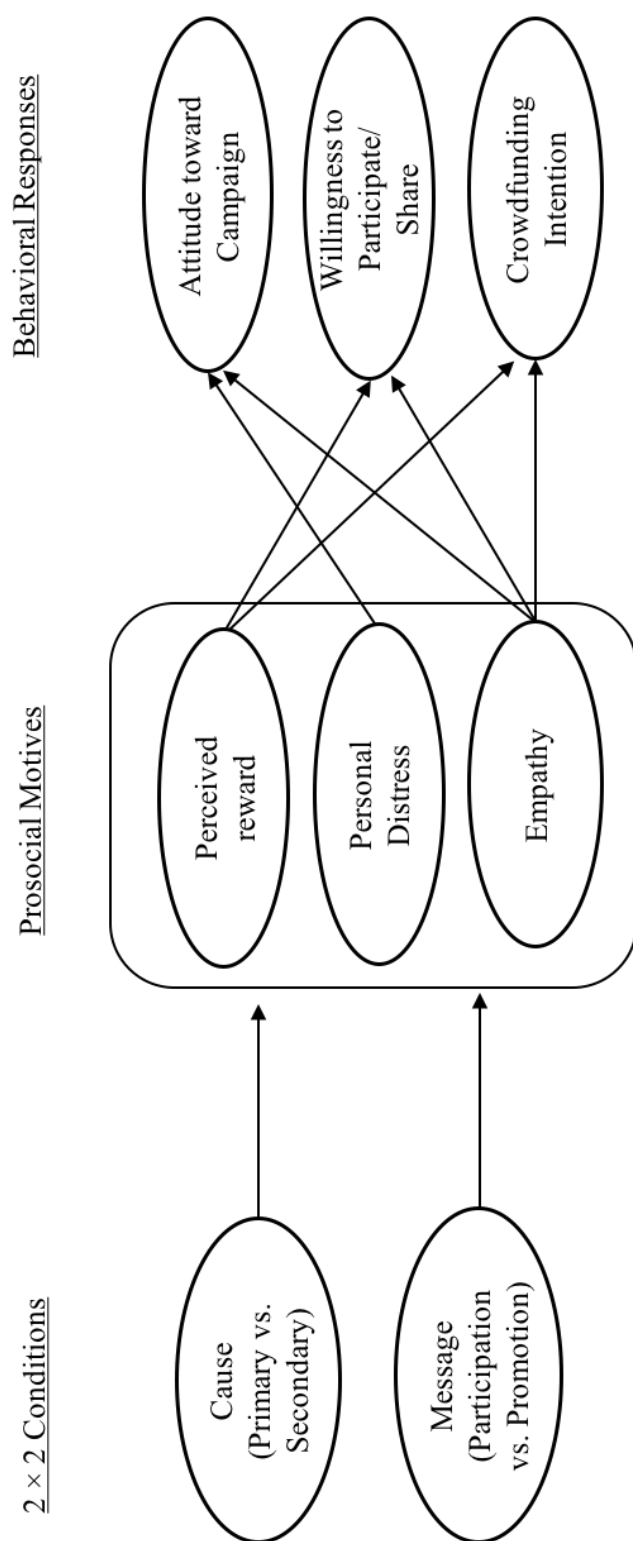


Figure 14. Modified Model Based on the Results

Theoretical Implications

The hypothesized model for this study was based on Batson (1987)'s model of altruistic and egoistic motives for helping behavior. Batson's model posits that there are three different motives for helping whether a motive is truly altruistic, egoistic, or both altruistic and egoistic. In other words, a helping behavior is intended to benefit other people, for self-interest, or both others and themselves. Specifically, this model emphasizes three paths of different motivations for helping: (1) reward-seeking and punishment avoiding egoistic motivation, (2) arousal-reducing egoistic motivation, and (3) empathically evoked altruistic motivation. The three paths provide psychological processes in five stages: (1) instigating situation, (2) internal response, (3) motivational state, (4) hedonic calculus, and (5) behavioral response.

In the first stage of instigating situation, on the reward-seeking and punishment avoiding egoistic motivation path, individuals expect to receive rewards for helping or punishments for not helping in the current situation based on their prior experience or learning memory as well as observations of others (Bandura, 1977). The examples of perception of rewards include gaining material, social approval, gaining self-esteem, complying with social norms, or avoiding guilt (Batson, 1987). On the arousal-reducing egoistic motivation path, perception of the other's need or unfortunate circumstances evoke individuals' negative feeling that triggers an egoistic motivation to reduce the arousal. On the empathically evoked altruistic motivation path, individuals take the perspective of others in need and their empathy is evoked by prior experience in a similar experience.

By applying the Batson (1987)'s model, this study examined the mediating role of prosocial motivational factors adopted from the model and modified for the context of reward-based crowdfunding: (1) perceived reward as an egoistic motive, (2) personal distress as an egoistic motive, and (3) empathy as an altruistic motive. The result of this study demonstrated that there were the mediating effects of all three prosocial motives on the cause-related crowdfunding behavior. Thus, the study confirmed the conceptual model that identified three different types of prosocial motives (i.e., empathy, personal distress, and perceived reward) in the context of online crowdfunding for an apparel project associated with social causes.

Andreoni (1989)'s impure altruism model has a similar perspective of Batson's model by asserting that individuals contribute to charity with three different motives: (1) altruistic motive for public good, (2) egoistic motive for self-benefit, and (3) impurely altruistic motive that is a combination of both altruistic and egoistic preferences. The finding of this study shows that three prosocial motives affect helping behavior simultaneously in the context of crowdfunding that is consistent with both perspectives of Batson (1987)'s model of altruistic and egoistic motives for helping and Andreoni (1989)'s impure altruism model.

Specifically, this study found how each prosocial motive mediates the effect of social cause/message types on attitudinal and behavioral outcomes. Empathy as an altruistic motive influences all attitudinal and behavioral outcomes (i.e., attitude toward the cause-related campaign, crowdfunding intention, and willingness to participate in the cause and share the cause information). However, the influences of egoistic motives (i.e., perceive reward and personal distress) were different from the altruistic motive, empathy.

Perceive reward influences only crowdfunding intention and willingness to participate and share, not attitude toward the cause-related campaign. Personal distress influences only attitude toward the cause-related campaign, but there were no effects of personal distress on the other two behavioral outcomes. Thus, this study found that empathy is the most influential motive for crowdfunding associated with social causes. The hypothesized model for this study was modified based on the results of different mediating effects of prosocial motives in the relationship between social cause/message types and crowdfunding behavior.

Thus, this study provides a deeper understanding of the complex and diverse nature of individuals' prosocial motives for helping in the communication process of cause-related crowdfunding campaigns. This study also contributed to literature by exploring the roles of different prosocial motives in the new context of online reward-based crowdfunding associated with social causes. This study proves empirically the mediating role of prosocial motives by adopting the perspective of Batson (1987)'s model of altruistic and egoistic motives and by testing the hypothesized model. Thus, it theoretically contributes to the body of literature on prosocial motives related to altruism in crowdfunding behavior. Moreover, it extends the scope of the perspective of Batson (1987)'s model of altruistic and egoistic motives for helping in the relatively new context of online crowdfunding.

In addition, this study examined the effects of social cause type and message type in the crowdfunding campaign by treating those treatment factors as the first stage of the Batson (1987)'s model, the instigating situation to induce audience's internal response and motivational state. To manipulate the treatment conditions, two between-subjects

factors (i.e., social cause types and message types) were examined. Two different message types in the cause-related crowdfunding campaign were conceptualized by adopting the perspective of self-referencing: (1) participative message and (2) promotional message. Self-referencing occurs when individuals process information by relating it to their episodic memory (e.g., past experiences) or self-related knowledge (Burnkrant & Unnava, 1995). Burnkrant & Unnava (1995) found that self-referencing increases message elaboration, thus increasing persuasion in advertising.

This study utilized the conceptualization of different message types such as whether it is participative or promotional from prior studies that examined message processing styles in social cause advertising with the perspective of self-referencing (e.g., Kim et al., 2015; Lim et al., 2015). The factor named “partake-in-our-cause (PIOC)” message in their studies was replaced with “participative” message for this study and non-PIOC/promotional social cause message were replaced with “promotional” message for this study. The participative message contains the second person wording (e.g. “you”) in the description of the cause-related campaign and the statements encourage audience to take part in the social cause by using words or statements for engagement (e.g., “will you join us?”, “you will participate in the cause”), thus evoking their self-related thoughts or their own experience. In contrast, the promotional message contains the third person wording (e.g., “the company”) in the description of the campaign and the statements inform audience the firm’s promotional action involved in the social cause that does not induce any self-related experiences.

However, the finding of this study was not consistent with prior studies that adopted the perspective of self-referencing. For example, Kim et al., (2015) found that

participative message types had stronger attitude and behavioral intentions about the company when the company-cause fit was low. Lim et al. (2015) found that a participative message generated more positive company evaluations in corporate social responsibility communication than a promotional message. In contrast, the result of this study revealed that there was no main effect of message types on crowdfunding behavior although there were interaction effects of message types and social cause types on prosocial motives and crowdfunding intention. Thus, the psychological mechanism of self-referencing did not operate for the social cause message in the crowdfunding context that was different from the conventional social cause advertising or communication methods for corporate social responsibility. Also, the manipulation of the different types of social cause message using the second person wording (e.g., “you”) or the third person wording (e.g., “the company”) in the context of cause-related crowdfunding might not demonstrate adequately the level of self-referencing (high self-referencing vs. low self-referencing).

However, this study demonstrated the interaction effects of message type and social cause type on prosocial motives and crowdfunding intention that the type of message serves as a moderating factor to determine when the social cause is involved in primary needs or secondary needs in the cause-related crowdfunding campaign. Thus, the findings help researchers understand of how the psychological mechanisms of messages works differently when combining with social cause types based on importance of the cause.

Practical Implications

The findings of this study provide practical implications for crowdfunding practitioners and startup fashion designers. Those gives marketers useful information for creating effective and persuasive cause-related crowdfunding campaign development to benefit not only their crowdfunded products/services, but also the public good.

The findings demonstrated that primary social causes (e.g., health, medical issue) had stronger influences on attitude toward the crowdfunding campaign and the combined crowdfunding behavioral responses, respectively (i.e., attitude, crowdfunding intention, and willingness to participate in the social cause and share the cause information with others) than secondary social causes (e.g., art education). Thus, this study sheds new light on the selection of the most effective social causes to support for persuasive cause-related campaigns, based on the cause importance whether it is a primary need related to human basic need or secondary need related to human social/cultural issues. Crowdfunding practitioners could develop crowdfunding campaigns associated with social causes for primary needs to enhance the funders' attitude toward the cause-related crowdfunding campaign more positively, rather than social causes for secondary needs.

This study focuses on individuals' prosocial motives with the social cause and their attitudinal and behavioral intentions in the context of online crowdfunding. Crowdfunding creators and practitioners need to understand the interrelationship among the combination of social cause and message types in the cause-related project campaign, the target audience's prosocial motives, and their crowdfunding behavior. Understanding the differences in prosocial motives could also lead the target audience to contribute to the crowdfunding project campaigns linked to social causes.

This study found the mediating effect of prosocial motives on the crowdfunding decisions toward prosocial crowdfunding fashion projects related to charitable causes. Thus, understanding of the target audience's prosocial motives for helping the crowdfunding project will help predict their crowdfunding decisions. Specifically, crowdfunding practitioners could pay attention to the different prosocial motives (i.e., empathy, personal distress, perceived reward) evoked by the different types of social cause message and cause in the context of online crowdfunding.

The finding revealed that each prosocial motive influenced specific attitudinal and behavioral intention outcomes. Thus, different types of prosocial motives (i.e., empathy, personal distress, perceived reward) can be used for the different communication strategies depending on specific objectives and functions in the online crowdfunding environment. Especially, crowdfunding practitioners could emphasize the role of empathy as the powerful prosocial motive for crowdfunding to encourage their participations in the cause-related crowdfunding project. They need to understand how to induce their target audience's truly altruistic motivations for engaging in their crowdfunding project campaigns. In order to increase the target audience's crowdfunding intention and willingness to participate in the social cause and share the cause information with others, crowdfunding practitioners could attract them by emphasizing their expectation of material rewards such as product benefits or incentives (e.g., discount, reward points, fast shipping) upon their crowdfunding participations. They could also create their campaigns involving social causes depicting unfortunate circumstances so that the audience try to relieve their aroused personal distress that is an

egoistic motive for helping, thus enhancing their attitude toward the cause-related campaign.

In addition, the study findings demonstrated that there were significant interaction effects of social cause type and message type on prosocial motives and crowdfunding intention. crowdfunding practitioners could consider the use of composition between messages and social causes for charity for persuasive and effective crowdfunding communication strategies. Thus, this study provides useful insights on the effective use of combination between social cause types and message types for cause-related crowdfunding campaigns. It also suggests that practitioners should consider not only the social cause types but also the message types to predict funders' behavioral responses. It also gives practitioners insights on choosing the right social cause types and message types to appeal to potential funders and communicate effectively in their cause-related crowdfunding campaign.

In particular, the finding of this study suggests strategic decisions about the most persuasive combinations of social cause types and message types to influence positively the audience's prosocial motives and crowdfunding behavior. In the cause-related crowdfunding campaign, the use of social causes for primary needs (e.g., health issue or medical care) in a participative message style would be the most influential for audiences' prosocial motives, especially arousing personal distress while the use of social causes for secondary needs (e.g., social/cultural issues or art education) with a promotional message style would be the most influential on their prosocial motives. Thus, this suggests that crowdfunding practitioners who want to influence their target audiences' prosocial motives develop their cause-related campaign by selecting the most

persuasive combination of social cause need and message style. An example of an effective message for a primary social cause with a participative message style could be the following: “Will you join us to provide free health care for children in need?”. An example of an effective message for a secondary social cause with a promotional message style could be the following: “The company will provide free art supplies for children in need.”

However, the result of interaction effect of social cause type and message type on crowdfunding intention indicated differently from the interaction effect on prosocial motives. While individuals exposed to the health-related primary cause had a higher crowdfunding intention when the message was promotional, there was no difference in crowdfunding intention between individuals exposed to the primary cause and those exposed to the secondary cause types when the participative message was used. Thus, to increase audience’s crowdfunding intention, different message types (i.e., participative or promotional) can be tailored, depending on the use of social cause types. For example, health-related causes for primary needs would be more effective to raise target audience’s crowdfunding intention than art-related causes for secondary needs in the promotional message processing style.

By sharing the cause information with others, the cause-campaign could have a word of mouth effect, thus it could contribute to generating more funders and increasing the funding amount. Thus, the crowdfunding platform management could create a review section on the campaign web page so that funders can post and share their opinions and thoughts about the social cause or funded project with others. Consumers perceive word of mouth information such as user-generated content more trustworthy than company-

initiated information on social network sites (Allsop, Basset, & Hoskins., 2007; Crespo, Gutierrez, & Mogollon, 2015). Thus, the user-generated review-sharing feature could build a trust between funders and crowdfunding project creators in terms of trustworthy crowdfunding actions involving monetary exchanges.

Overall, the finding of this study promotes altruistic actions for the common good by addressing social causes for prosocial crowdfunding communication strategies. Thus, this study suggests practical implications for social entrepreneurs and early-stage startup fashion designers willing to operate prosocial crowdfunding campaigns linked to social causes. This study provides insights into the development of prosocial online platforms associated with social causes for charity, compared to the conventional reward-based crowdfunding platforms focusing on promoting only commercial features of products/services. Therefore, it could address societal problems through prosocial crowdfunding campaigns and promote socially beneficial projects initiated by artists, fashion designers, and social entrepreneurs.

Limitations and Future Research

There are several limitations of this study to be considered. First, the sample size is relatively small and the study is conducted in a single country, the U.S. market. The findings may be limited to generalize outside countries with different cultures and value systems although the online crowdfunding is a global trend seen in many countries. Especially, the viewpoints of social cultural norms toward social causes can be different in other countries. There were also participants who never experienced crowdfunding since the crowdfunding practice is relatively new online activity performed by

crowdfunding platform users. Thus, future research can be conducted by recruiting a probability sample of participants in various countries who have a crowdfunding membership and have experienced the crowdfunding activities.

Second, this study is limited that only behavioral intention variables were used and tested in this study, so the actual behavior was not measured. In the online experiment showing an image of the cause-related campaign, participants might not be engaged in an actual crowdfunding situation. The subjects may lack prosocial motivations to engage in crowdfunding campaigns for apparel products although crowdfunding practices have become popular recently. In addition, the use of a crowdfunding campaign image rather than the use of actual web site in the online experiment might be limited for more accurate study results. Thus, it may not fully reflect the actual motivations and situational factors. For the future study, a field experiment or online experiment with an actual crowdfunding web site could be conducted to strengthen the actual situation factors.

Also, the experiment was limited that the manipulation for the different types of social cause messages in the crowdfunding campaign may not be fully adequate to lead the respondents to differentiate between the participative message and the promotional message. This could be the reason why the hypothesized effect of message types on crowdfunding behavior was not statistically supported. The visual aspects of the message statements (e.g., size, font, design layout) in the crowdfunding campaign should be presented more effectively to the respondents for better message fluency for future research. Other research on message processing styles underlying different psychological mechanisms can be conducted to explore effective communication strategies in the context of crowdfunding.

Third, this study addressed three behavioral responses (i.e., attitude toward the cause-related campaign, crowdfunding intention, and willingness to participate/share) to different social cause types and message types. For future research, other behavioral outcome variables can be added and measured such as corporate image and community commitment to examine social cause and message types influence the company's evaluation and the commitment to the crowdfunding online community.

Forth, this study only examined the cause-related crowdfunding campaign for an apparel item, jacket. Crowdfunding projects for different product categories at a various price range and different level of product involvement (e.g., high involvement products vs. low involvement products) can be examined to identify the differences in crowdfunding behavior for future research.

In reality, the majority of conventional crowdfunding projects are not involved in social causes although cause-related campaigns are commonly used for the area of general marketing. Crowdfunding campaigns are initiated and created by small and medium sized businesses or startups whereas most cause-related campaigns in the general marketing area are implemented by major international brands or retailers (e.g., The GAP, Nike, Target) in partnership with non-profit organizations. Therefore, crowdfunding practitioners and researchers need to understand the different nature of prosocial campaign communications between conventional cause-related marketing and cause-related crowdfunding.

For future research, several factors can be added and explored. Innovative products with new technologies are being popularly crowdfunded. The perceived innovation or attractiveness of products could be added to test the moderating role in the relationship

between social cause types and the prosocial motives. Cause involvement is also considered to test if consumers find the cause to be personally relevant to them and how social cause types can affect the cause involvement.

In addition, social value orientation (i.e., prosocial orientation vs. proself orientation) can be added to investigate its moderating effect on the relationships among the social cause/message types, prosocial motives, and behavioral outcomes in the context of online crowdfunding. Social value orientation (SVO) is defined as a person's preferences for distributive patterns of the outcomes (e.g., resource, money) between the self and others (Van Lange & Kuhlman, 1994; Van Lange, 1999). The concept of SVO can be employed for future research to understand prosocial behavior based on the individual's social value orientation in the context of crowdfunding.

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APPENDIX A

Questionnaire Types A (Health Cause & Participative Message)



UNIVERSITY OF MINNESOTA
 Driven to Discover™

Hello,

You are invited to participate in a research study about prosocial crowdfunding behavior. Please read this form and ask any questions you may have before agreeing to be in the study.

STUDY PURPOSE: The purpose of this study is to examine consumer behavior in the fashion crowdfunding context. Your participation in this study is instrumental to helping us develop a better understanding of crowdfunding behavior in the area of retail merchandising and consumer studies.

NUMBER OF PEOPLE TAKING PART IN THE STUDY: If you agree to participate, you will be one of 200 research participants who will be participating in this research.

PROCEDURES FOR THE STUDY: This study will utilize MTurk for study questionnaires. Participants must be the age of 18-44. Subjects will receive a link to the web survey.

BENEFITS OF TAKING PART IN THE STUDY: This innovative study will help us better understand crowdfunding behavior.

COMPENSATION: You will receive full reward for completion of this research activity. There will be no compensation if you only complete a part of the research activity.

CONFIDENTIALITY: All of your responses will remain confidential and will be kept in a password-protected file for one year after the study is complete. Your responses will be anonymous. The data collected from the survey will be only used for research purposes and will not be disclosed for any other reasons. There are no known risks for participants in completing this study. All data will be destroyed following the completion of the study.

CONTACTS FOR QUESTIONS OR PROBLEMS: For questions about the study, email the investigator at umin80@gmail.com.

VOLUNTARY NATURE OF STUDY: Your participation in this study is voluntary. You may choose not to take part or may leave the study at any time. Your decision whether or not to participate in this study will not affect your current or future relations with the investigator.


SURVEY INFORMATION: The survey will take about 10-15 minutes. By clicking on the link below you are giving your consent to participate. After you click on the link below you will be sent to the online survey. The beginning of the survey will be more information about the study and you will need to consent and complete the survey.

If you wish to participate in the survey, here is the link to the online survey. Thank you for your participation.

I have read, understood, and printed a copy of, the above consent form and desire of my own free will to participate in this study.

☐ Yes
☐ No

>>

 UNIVERSITY OF MINNESOTA
Driven to Discover™

PART 1. Crowdfunding Experience


Direction:

Please respond by selecting one answer for each of the following.

Have you ever participated in crowdfunding?

☐ Yes

☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

How often during the past month have you contributed to a crowdfunding campaign or project?

Never	Rarely	Occasionally	Sometimes	Frequently
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please give the name of crowdfunding website in which you have participated.

Have you created your own online crowdfunding projects or campaigns?

☐ Yes


☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

Have you ever participated in crowdfunding involving a social/charitable cause?

☐ Yes

☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

What type of the social/charitable cause was in the crowdfunding campaign? Please select all that apply.

☒ Art

☐ Health Care

☐ Human Services

☐ Environment & Animals

☐ Education

☐ Others

 UNIVERSITY OF MINNESOTA
Driven to Discover™

If you indicated others, please identify the type of the crowdfunding project/campaign you created.

I expect to receive rewards for crowdfunding.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a material reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a social reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a self-reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

<<

>>

Direction:

Please indicate the extent to which you may have felt the following emotions after viewing the crowdfunding campaign.

This crowdfunding campaign makes me feel...

	Not at all	Moderately	Somewhat	Neutral	Quite a bit	Much	Very much
Alarmed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Troubled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disturbed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perturbed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worried	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compassionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softhearted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you think the crowdfunding campaign is:

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Unsatisfying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Satisfying
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Inconsiderate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Considerate
Pointless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthwhile
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good

PART 4. Demographic informationDirection:

Please select one that best describes you.

How old are you?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 or Older

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Prefer not to answer

What is your ethnicity?

- ☐ Caucasian
- ☐ African American
- ☐ Asian
- ☐ Hispanic
- ☐ Mixed
- ☐ Prefer not to answer

What is your religion?

- ☐ Buddhism
- ☐ Catholic
- ☐ Jewish
- ☐ Muslim
- ☐ Protestant
- ☐ Other
- ☐ Prefer not to answer

Please indicate your marital status.

- ☐ Single
- ☐ Married
- ☐ Widowed
- ☐ Divorced

What is your occupation?

- ☐ Professional/technical
 - ☐ Manager/official
 - ☐ Clerical
 - ☐ Sales
 - ☐ Laborer
 - ☐ Service worker
 - ☐ Retired
 - ☐ Housemaker
 - ☐ Student
 - ☐ Unemployed
 - ☐ other
-

Please indicate your approximate yearly household income before taxes.

- ☐ Under \$25,000
 - ☐ \$25,001 - \$49,999
 - ☐ \$50,000 - \$74,999
 - ☐ \$75,000 - \$99,999
 - ☐ \$100,000 and over
-

What was the last grade you completed in school?

- ☐ Some high school
 - ☐ High school graduate
 - ☐ Some college
 - ☐ College graduate
 - ☐ Postgraduate
 - ☐ Other
-


Please write in your state and zip code.

Please write in your Amazon MTurk worker's ID.

Thank you very much for your participation!

APPENDIX B

Questionnaire Types B (Art Cause & Promotional Message)



UNIVERSITY OF MINNESOTA
 Driven to Discover™

Hello,

You are invited to participate in a research study about prosocial crowdfunding behavior. Please read this form and ask any questions you may have before agreeing to be in the study.

STUDY PURPOSE: The purpose of this study is to examine consumer behavior in the fashion crowdfunding context. Your participation in this study is instrumental to helping us develop a better understanding of crowdfunding behavior in the area of retail merchandising and consumer studies.

NUMBER OF PEOPLE TAKING PART IN THE STUDY: If you agree to participate, you will be one of 200 research participants who will be participating in this research.

PROCEDURES FOR THE STUDY: This study will utilize MTurk for study questionnaires. Participants must be the age of 18-44. Subjects will receive a link to the web survey.

BENEFITS OF TAKING PART IN THE STUDY: This innovative study will help us better understand crowdfunding behavior.

COMPENSATION: You will receive full reward for completion of this research activity. There will be no compensation if you only complete a part of the research activity.

CONFIDENTIALITY: All of your responses will remain confidential and will be kept in a password-protected file for one year after the study is complete. Your responses will be anonymous. The data collected from the survey will be only used for research purposes and will not be disclosed for any other reasons. There are no known risks for participants in completing this study. All data will be destroyed following the completion of the study.

CONTACTS FOR QUESTIONS OR PROBLEMS: For questions about the study, email the investigator at umin80@gmail.com.

VOLUNTARY NATURE OF STUDY: Your participation in this study is voluntary. You may choose not to take part or may leave the study at any time. Your decision whether or not to participate in this study will not affect your current or future relations with the investigator.


SURVEY INFORMATION: The survey will take about 10-15 minutes. By clicking on the link below you are giving your consent to participate. After you click on the link below you will be sent to the online survey. The beginning of the survey will be more information about the study and you will need to consent and complete the survey.

If you wish to participate in the survey, here is the link to the online survey. Thank you for your participation.

I have read, understood, and printed a copy of, the above consent form and desire of my own free will to participate in this study.

☐ Yes
☐ No

>>

 UNIVERSITY OF MINNESOTA
Driven to Discover™

PART 1. Crowdfunding Experience


Direction:

Please respond by selecting one answer for each of the following.

Have you ever participated in crowdfunding?

☐ Yes

☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

How often during the past month have you contributed to a crowdfunding campaign or project?

Never	Rarely	Occasionally	Sometimes	Frequently
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please give the name of crowdfunding website in which you have participated.

Have you created your own online crowdfunding projects or campaigns?

☐ Yes


☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

Have you ever participated in crowdfunding involving a social/charitable cause?

☐ Yes

☐ No

 UNIVERSITY OF MINNESOTA
Driven to Discover™

What type of the social/charitable cause was in the crowdfunding campaign? Please select all that apply.

☒ Art

☐ Health Care

☐ Human Services

☐ Environment & Animals

☐ Education

☐ Others

 UNIVERSITY OF MINNESOTA
Driven to Discover™

If you indicated others, please identify the type of the crowdfunding project/campaign you created.

I expect to receive rewards for crowdfunding.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a material reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a social reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

I perceive this situation as an opportunity to gain a self-reward.

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Neither agree
nor disagree

☐

Somewhat
agree

☐

Agree

☐

Strongly
agree

☐

<<

>>

Direction:

Please indicate the extent to which you may have felt the following emotions after viewing the crowdfunding campaign.

This crowdfunding campaign makes me feel...

	Not at all	Moderately	Somewhat	Neutral	Quite a bit	Much	Very much
Alarmed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Troubled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disturbed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perturbed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worried	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compassionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softhearted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you think the crowdfunding campaign is:

Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Unsatisfying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Satisfying
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Inconsiderate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Considerate
Pointless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthwhile
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good

<<

>>

PART 4. Demographic informationDirection:

Please select one that best describes you.

How old are you?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 or Older

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Prefer not to answer

What is your ethnicity?

- ☐ Caucasian
- ☐ African American
- ☐ Asian
- ☐ Hispanic
- ☐ Mixed
- ☐ Prefer not to answer

What is your religion?

- ☐ Buddhism
- ☐ Catholic
- ☐ Jewish
- ☐ Muslim
- ☐ Protestant
- ☐ Other
- ☐ Prefer not to answer

Please indicate your marital status.

- ☐ Single
- ☐ Married
- ☐ Widowed
- ☐ Divorced

What is your occupation?

- ☐ Professional/technical
 - ☐ Manager/official
 - ☐ Clerical
 - ☐ Sales
 - ☐ Laborer
 - ☐ Service worker
 - ☐ Retired
 - ☐ Housemaker
 - ☐ Student
 - ☐ Unemployed
 - ☐ other
-

Please indicate your approximate yearly household income before taxes.

- ☐ Under \$25,000
 - ☐ \$25,001 - \$49,999
 - ☐ \$50,000 - \$74,999
 - ☐ \$75,000 - \$99,999
 - ☐ \$100,000 and over
-

What was the last grade you completed in school?

- ☐ Some high school
 - ☐ High school graduate
 - ☐ Some college
 - ☐ College graduate
 - ☐ Postgraduate
 - ☐ Other
-

Please write in your state and zip code.

Please write in your Amazon MTurk worker's ID.

Thank you very much for your participation!

APPENDIX C

IRB Approval Form

The IRB: Human Subjects Committee determined that the referenced study is exempt from review under federal guidelines 45 CFR Part 46.101(b) category #2 SURVEYS/INTERVIEWS; STANDARDIZED EDUCATIONAL TESTS; OBSERVATION OF PUBLIC BEHAVIOR.

Study Number: 1702E07861

Principal Investigator: Yumin Kim

Title(s):

Is Crowdfunding Altruistic or Egoistic? The Influence of Prosocial Motives and Social Value Orientation on Crowdfunding Behavior

This e-mail confirmation is your official University of Minnesota HRPP notification of exemption from full committee review. You will not receive a hard copy or letter.

This secure electronic notification between password protected authentications has been deemed by the University of Minnesota to constitute a legal signature.

The study number above is assigned to your research. That number and the title of your study must be used in all communication with the IRB office.

Research that involves observation can be approved under this category without obtaining consent.

SURVEY OR INTERVIEW RESEARCH APPROVED AS EXEMPT UNDER THIS CATEGORY IS LIMITED TO ADULT SUBJECTS.

This exemption is valid for five years from the date of this correspondence and will be filed inactive at that time. You will receive a notification prior to inactivation. If this research will extend beyond five years, you must submit a new application to the IRB before the study's expiration date. Please inform the IRB when you intend to close this study.

Upon receipt of this email, you may begin your research. If you have questions, please call the IRB office at (612) 626-5654.

You may go to the View Completed section of eResearch Central at <http://eresearch.umn.edu/> to view further details on your study.

The IRB wishes you success with this research.

We value your feedback. We have created a short survey that will only take a couple of minutes to complete. The questions are basic, but your responses will provide us with insight regarding what we do well and areas that may need improvement. Thanks in advance for completing the survey. <http://tinyurl.com/exempt-survey>